35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

OCTOBER 17, 1960

Who controls what in tv films? Major producers tell FCC how they work 29

Magazine regional inserts, doubling billing in a year, may be hurting spot tv 38

Biggest radio station sale in history paces week of heavy trading 52

How Gov. Collins intends to run the NAB after he takes over next January 54

COMPLETE INDEX PAGE 7

WHO-TV HAS BUY-APPEAL!

Thousands of Central Iowa housewives get most of their shopping and *buying* ideas from WHO-TV — because this station reaches more of their homes in 80 of 120 quarter hours surveyed, from Noon to 6 p.m., Monday through Friday (NSI — June 20-July 17, 1960).

Family Theatre, an exclusive WHO-TV production, reaches an average of 49% more homes than any other station in the market — Noon-2 p.m., Monday through Friday!

WHO-TV's "station time" programming is produced with the state's leading television personalities and studio facilities, plus one of America's most complete film libraries*.

Sell Central Iowa's housewives, at a low cost per thousand, on daytime WHO-TV. Ask your PGW Colonel for availabilities!

. . . . . .

**MGM Package ★ WARNER BROTHERS "Vanguard" ★ "Showcase Package" ★ NTA "Dream," "Champagne," "Lion," "Sunset," "Santa Monica" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★PARAMOUNT LIBRARY and others.*

. . . . . .

WHO-TV

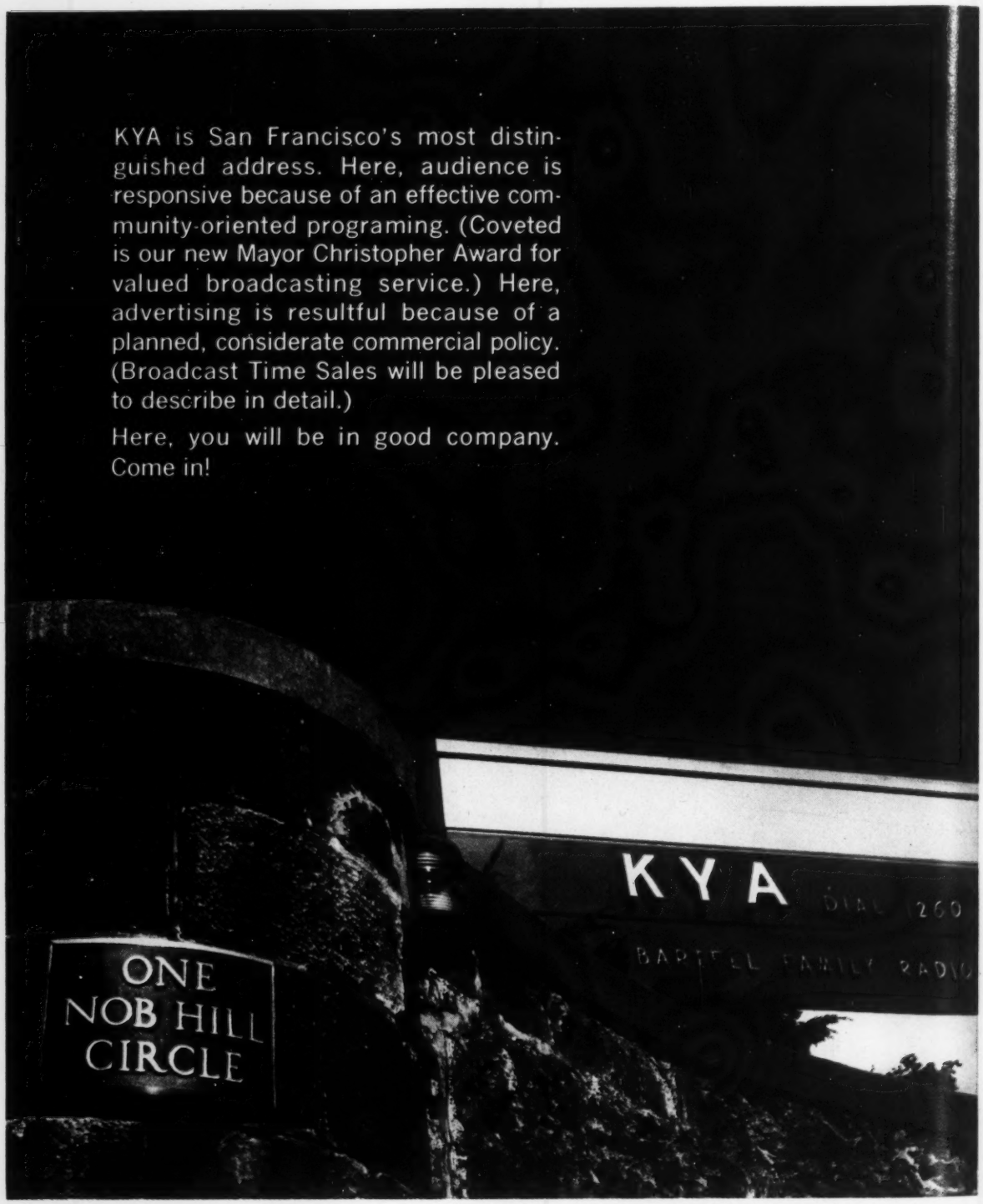
Channel 13 • Des Moines

NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*

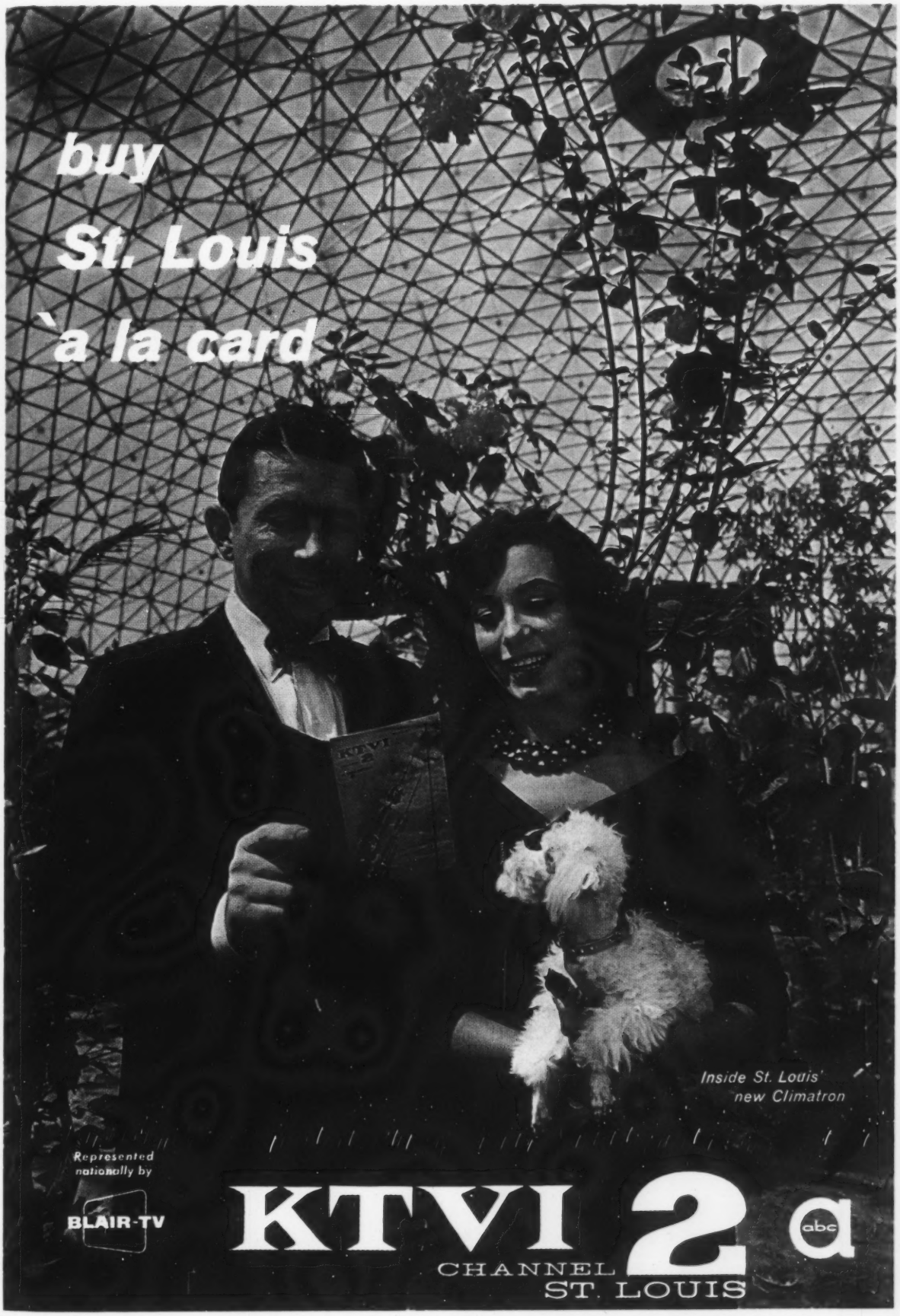
WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines; **WOC-TV**, Davenport

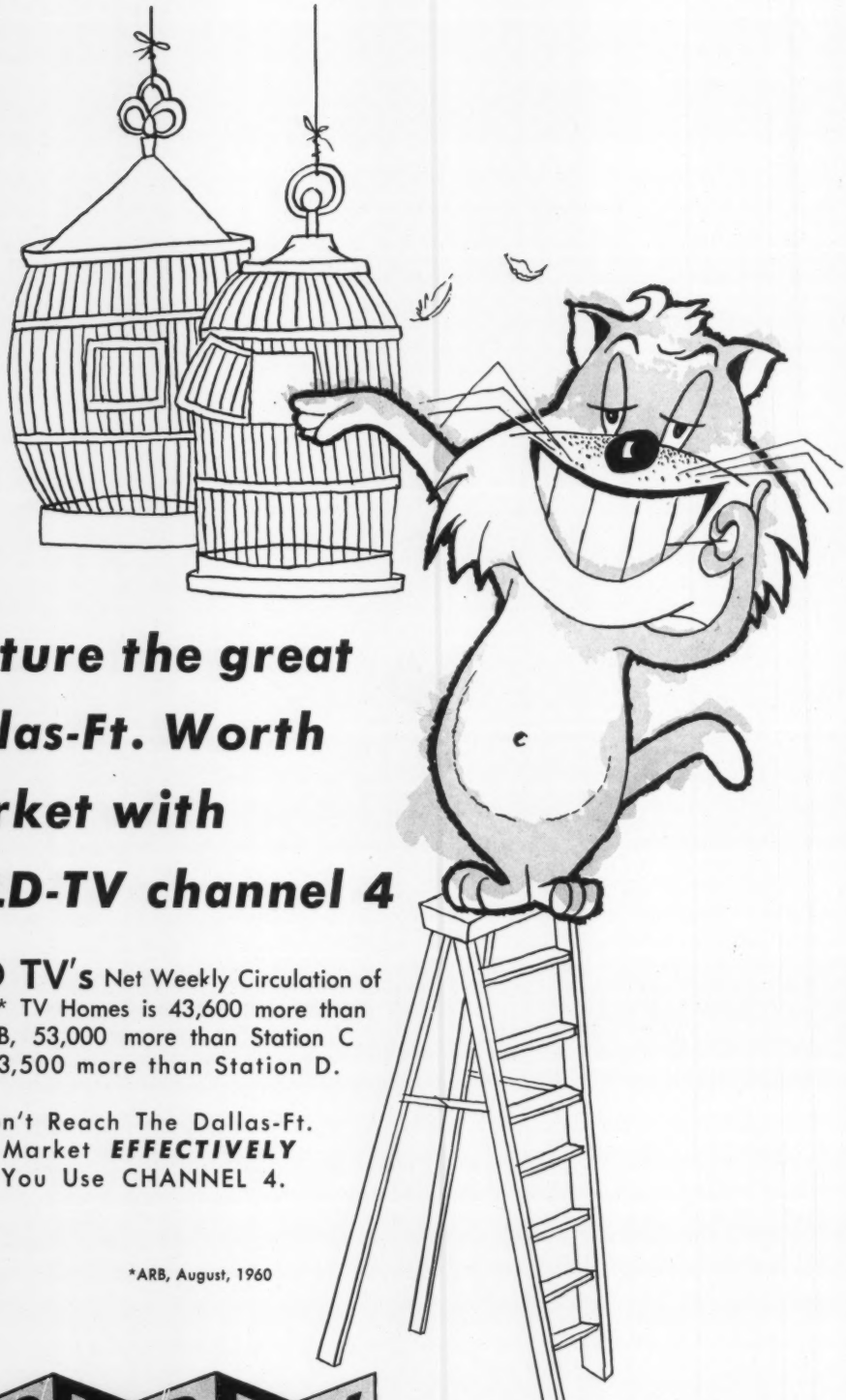

KYA is San Francisco's most distinguished address. Here, audience is responsive because of an effective community-oriented programing. (Coveted is our new Mayor Christopher Award for valued broadcasting service.) Here, advertising is resultful because of a planned, considerate commercial policy. (Broadcast Time Sales will be pleased to describe in detail.)
Here, you will be in good company. Come in!
ONE NOB HILL CIRCLE
KYA
DIAL 1260
BARTELL FAMILY RADIO

BARTELL BROADCASTING CORPORATION

444 MADISON AVENUE, NEW YORK 22, NEW YORK

WADO New York
WOKY Milwaukee
WAKE Atlanta
WYDE Birmingham
KYA San Francisco
KCBQ San Diego
TeleHaiti
TeleCuracao
TelAruba


buy
St. Louis
à la card
Inside St. Louis'
new Climatron
Represented
nationally by
BLAIR-TV
KTVI 2
CHANNEL
ST. LOUIS
abc



capture the great Dallas-Ft. Worth market with KRLD-TV channel 4

KRLD TV's Net Weekly Circulation of 586,300* TV Homes is 43,600 more than Station B, 53,000 more than Station C and 243,500 more than Station D.

You Don't Reach The Dallas-Ft. Worth Market ***EFFECTIVELY*** Unless You Use CHANNEL 4.

*ARB, August, 1960

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

The price of talent

Heated wrangle is said to have developed during negotiating meeting between American Federation of Television & Radio Artists and networks (see story, page 57) when network officials charged AFTRA's proposals on tape programs were "highly unrealistic" and would hike costs beyond endurance. One AFTRA spokesman is reported to have made this rejoinder: "The trouble is not with our rates but with you people. You don't know how to use tape. Your costs have risen because you use tape like film—too much editing, too many retakes. And this means more below-the-line costs. I know you've exceeded your budget on every special program you've put on tape."

Without arguing either side of AFTRA-network negotiations (see above), executive at one agency last week cited this example as indicative of reason one of its important regional accounts may drop television: He said he had "costed" talent's demands in relation to one specific 13-week spot campaign and found that, if union should get all it's asking, production cost would go from $2,000 to $15,000. He wondered whether he could recommend that client stand that kind of gaff.

Budget buildings

FCC is seeking heavy increase in appropriation for 1962 fiscal year which will begin July 1 next year, and substantial amount of it would be earmarked for broadcast activities. Current (1961) budget is $11,789,000. Agency is seeking nearly $14 million for new fiscal year to permit it to increase personnel from about 1,200 to nearly 1,500.

Broadcast Bureau, which includes new Complaints & Compliance Division, has approximately $2,350,000 for current year and this would be increased nearly $500,000 if Budget Bureau and Congress approve request. With personnel services and other benefits, Broadcast Bureau increase would exceed $550,000.

Debate on debates

Rescheduling of fourth "Great Debate" from Oct. 21 to as late as Oct. 28 was under discussion over weekend with meeting between GOP committee executive Fred C. Scribner and Democrats' Leonard Reinsch, Kennedy tv-radio co-ordinator, Saturday to try for agreement on Sen. Kennedy's desire for debate later in campaign and Vice President Nixon's counter-proposal to extend fourth debate to two hours (story page 68). If two agree, they'll promptly inform network people or meet with them over weekend, with possibility fourth debate may be set Oct. 28, for two hours. Fifth debate is still very uncertain.

Time bomb ticking?

It's pretty clear now that networks are not going to buck FCC on deletion of 30 minutes from option time segments of broadcast day (BROADCASTING, Sept. 19). Thirty-day reconsideration period passed without any filing last Friday. Networks or interested parties could go to court (they have 30 more days to do this), but it's considered unlikely since first step in appeal is to ask issuing agency to reconsider.

Does this mean end of option time controversy? Don't bet on it. Justice Dept. twice has indicated it thinks option time is antitrust violation. Best information is nothing planned at moment, but there's more than inkling that subject is simmering on back burner—to be served up after presidential elections next month, or early next year.

Political buying

New York time salesmen in taking pulse of political spot tv say Democratic spot volume is running ahead of Republican by 5-1. So far spots have run in "hinterland;" both parties are expected now to accelerate plans and break nationally in major markets. (Also see story page 68.)

No sign of aging

Programming experts responsible for new show choices this season might ponder significance, if any, of this development: Veteran *What's My Line?* which for years has adhered without change to same format, time slot and network this fall has broken into early-season (September) Top 10 Nielsens.

Third-station drop-ins

Although it will be some months before FCC decides on vhf drop-in policy (45-day extension was granted fortnight ago), there appears to be some shift in approach. Notion that table of allocations should be dropped apparently is winning little favor. There's tendency in favor of third stations in markets that have minimum of 250,000 families. Under existing allocations there are three exceptions to existing minimum mileage separations.

Pressing for interim drop-ins at less than standard separations has been ABC because of competitive disadvantage in facilities in number of top markets on demanded list. View is developing that FCC should consider each case on individual merits rather than recognize blanket deviations. Markets most talked about for drop-ins are Providence, Grand Rapids-Kalamazoo, Louisville, Syracuse and Rochester.

New deal in Salinas

Voluntary cancellation of arrangement whereby Paul F. Harron, East Coast station owner (WKAL-WKTV (TV) Rome-Utica, N. Y.) would have acquired Salinas Valley Broadcasting Corp. (ch. 8 KSBW-AM-FM-TV Salinas-Monterey; ch. 6 KSBY-TV San Luis Obispo, Calif.), resulted in filing of application last week in which control is transferred to John C. Cohan, president-general manager. Joining Mr. Cohan are Edward S. Shattuck, Pasadena attorney and Republican National Committeeman, and two associates. Transaction is subject to ratification at stockholders meeting scheduled Oct. 29.

Mr. Harron last February negotiated acquisition of control of Salinas properties for $3.1 million (BROADCASTING, March 21). Under new arrangement, W. M. Oates will sell his 25% to Shattuck group for $534,000, plus assumption of proportionate share of liabilities amounting to $750,000. Mr. Cohan, whose holdings are 46½%, acquires in first phase of transaction 58%, but will vote 62% of stock. Eventually he would acquire 78%.

Off limits

Washington communications lawyers, accustomed to free and easy access to FCC personnel, have run into stone wall in John C. Harrington, chief of commission G-2 staff. Ex-FBI lawyer, Harrington feels he's running investigation unit and has nothing to do with decision making. He won't, therefore, talk to outsiders who have interest in cases in his shop.

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and Baltimore, Md.

advantages

THE ~~PENALTY~~ OF LEADERSHIP

Most of us in the advertising business, and certainly those of us in Detroit, well remember Theodore MacManus' "Penalty of Leadership" ad for Cadillac back in 1915, generally regarded as a true classic of admanship. And we really wouldn't be so presumptuous as to change a word of it. Our intention is merely to point out that in television there are advantages and benefits as well as penalties and obligations that go with leadership. We at WJBK-TV do our best to live up to the obligations—in programming quality, in production facilities, in community service, in technical improvements. First with videotape in Detroit; first with full color facilities; first with Ampex's latest improved models, now being installed. The benefits we pass on to our two best friends: Our audience and our advertisers. Are you getting YOUR share?

WJBK-TV

Detroit

A Storer Station

NATIONAL REPRESENTATIVE: THE KATZ AGENCY

WEEK IN BRIEF

What's it cost to make a television film program? What are the chances of its getting on a network? How do you get a sponsor? When you get one, does he try to influence program content? The basic questions of film production are answered by some of the biggest film makers. See . . .

WHO CONTROLS WHAT IN FILMS—29

How much control do sponsors exert over programs? Quite a bit, but it comes mostly from must-not suggestions rather than musts. An FCC hearing in Los Angeles collects four letters from sponsors telling producers what not to put in programs. It adds up to a lot of taboos. See . . .

DON'T SPEAK ILL OF INDIANS—30

Regional inserts in national magazines have doubled their advertising billing in the past year, and there's evidence at least some of their gain has been at the cost of tv. Some tv station reps are worried. See . . .

THREAT TO SPOT TELEVISION—38

Crowell-Collier pays the highest price ever paid for a radio station—$11 million for WMGM New York. Two other big sales in work last week: KFSD-AM-FM-TV San Diego to WOAI-AM-TV San Antonio for $7 million and WHTN-TV Huntington-Charleston to Reeves Broadcasting for $2 million. See . . .

RECORD IN STATION TRADING—52

It's useless for advertisers to complain about television's costs, because costs aren't going anywhere but up. By 1970 tv's cost-per-thousand will be 38% bigger than it is now, says TvB. Even so, the medium will still be a bargain. See . . .

IS THIS TV'S GOLDEN ERA?—46

The president of Campbell-Ewald says cheap radio is driving national advertisers from the medium. Agencies are slowing tonnage buys because "we can't allow our clients to be lost in the chaos of the top 40." See . . .

THE CASE FOR QUALITY RADIO—48

Florida's Gov. LeRoy Collins is so anxious to start his new job as NAB president that he'll report for work Jan. 4, the morning after his last day as governor. He tells the NAB joint boards he doesn't intend to be a "presiding officer." He expects to give broadcasters the kind of vigorous leadership they deserve. See . . .

COLLINS SIGNS THE CONTRACT—54

The Ideal Toy company, a regular user of television, by-passed networks to place its own spectacular on stations of its own choosing. It wanted selected markets at selected times. It got record-making orders. See . . .

WHY SPECIALS WORK ON SPOT—46

There'll be a fight over RKO General's bid for pay tv in Hartford, but it won't involve the masses of antagonists who bloodied one another at early hearings. Only the applicant and local theatremen who oppose pay tv will be allowed full participation. NAB will get 30 minutes to state its objections to pay tv on the air. See . . .

FCC DUCKS FREE-FOR-ALL—78

Dave Susskind scores a publicity coup with his interview with Premier Khrushchev, but gets a critical drubbing for inexpert questioning. See . . .

DAVID MISSES WITH HIS SLINGSHOT—72

Three Kennedy-Nixon debates are out of the way, a fourth is scheduled, and it's possible there'll be still another—if the candidates can agree on time and terms. See . . .

A FIFTH 'GREAT DEBATE'?—68

Thurman Whiteside, longtime friend and sponsor of former FCC Commissioner Richard Mack, is acquitted at retrial on charges he bought Mack's vote in Miami ch. 10 case. A co-defendant in first trial that ended in hung jury, Mack is judged too sick to be tried again. See . . .

JURY ABSOLVES WHITESIDE—84

Growing criticisms of television can't be stopped by networks or national associations of telecasters. It'll take work by every station on its own. What television needs most now: better local shows and better local public relations. See . . .

MONDAY MEMO—24

DEPARTMENTS

AT DEADLINE 9
BROADCAST ADVERTISING 38
CHANGING HANDS 56
CLOSED CIRCUIT 5
DATEBOOK 12
EDITORIAL PAGE 116
FANFARE 96
FATES & FORTUNES 91
FOR THE RECORD 102
EQUIPMENT & ENGINEERING 87
GOVERNMENT 78
INTERNATIONAL 66
LEAD STORY 29
THE MEDIA 52
MONDAY MEMO 24
OPEN MIKE 26
OUR RESPECTS 115
PROGRAMMING 72
WEEK'S HEADLINERS 10

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., Baltimore, Md.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $4.00 per copy.

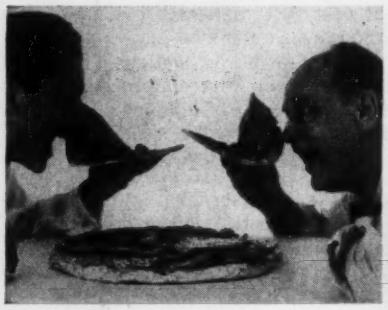
Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

IF YOUR CLIENT IS THINKING OF SELLING FOOD IN NEW YORK

(and he should be; it's the biggest market in the U.S.)

START WHERE THE SELLING IS EASY

(easier because the N.Y. market is bigger than the next 3 combined)



START WITH WINSLAND

(the proven path for reaching these people)

WHERE THE MARKET IS HAPPILY HOMOGENOUS

(all ages, all interests, all incomes)

No matter what walk of life they come from, WINSLANDERS have one thing in common. They **all** like to eat. They spend almost a billion dollars a year on food. Almost every minute of the day and night, WINS is the No. 1 station in New York. MEDIA MORAL: If **you** sell something good to eat, sell it on WINS, the station that has the eager eaters.

1010

WINS

NEW YORK

Desilu avoids violence on tv, Arnaz tells FCC

Question of violence in tv programs was brought to fore in Friday's interrogation of Desi Arnaz, president of Desilu Productions, at FCC's network study hearings in Hollywood. (See early story page 29.)

Mr. Arnaz said he is opposed to unnecessary violence and pointed to majority of Desilu programs which feature comedy and family life. He said it is principle not to offend or use anything in bad taste.

Recounting history of Desilu, Mr. Arnaz said it was formed with $8,000 loan from General Amusement Corp. In 1954, CBS was approached for additional financing and put up $1 million for 24% interest. Included was contract to produce two tv series yearly for five years. These were *Our Miss Brooks* and *Lineup*.

In 1957, Mr. Arnaz said, he and Lucille Ball bought back 24% for same price, but CBS got ownership of *I Love Lucy* and *December Bride*. When ABC ordered *Untouchables*, network guaranteed Desilu $3 million for 26 episodes.

Witness Friday afternoon was Curtis Kenyon, president, Writers Guild of America (West).

Witnesses for this week include: Frank Capra, Directors Guild of America; Al Scalpone, former CBS vice president and now independent producer; Phillip Feldman, former CBS business manager and now management consultant; Edward Bronson and Frank Morris, NAB tv code officers; Richard Jencks, Alliance of Tv Film Producers; Sam Weisbord, William Morris Agency, and Taft Schreiber, Revue Productions.

Third debate viewers top second—Arbitron

Tv audience for third Nixon-Kennedy debate (Oct. 13) was ahead of second debate but behind first. Special national Arbitron report found 70 million viewers, 26 million homes per average minute. First debate's audience was 73 million viewers, 29.4 million homes; second was 66 million viewers, 24.6 million homes.

By-network breakdown of third debate's tv audience found NBC-TV in front with 28.1 rating, 41.2 share. CBS-TV was second with 18.1 rating, 26.7 share, and ABC-TV (originating network) third with 11.6 rating, 17.2 share.

ARB's regular seven-city Arbitron and Trendex's 25-city report, meanwhile, placed third-debate tv audiences at about same as for second. Seven-city Arbitron put it at 43.9% of all tv homes in those markets, as against 44% for second debate and 53% for first. Trendex found 50.7% of tv sets in use in 25 markets covered by its report and said 50.4% of these tuned in debate. Spokesmen for ABC-TV, which produced third program, projected Trendex findings to indicate program had about 60 million viewers nationally.

More than meets eye

Nixon-Kennedy debates may be having different impact on audience that hears them on radio from that on audience seeing them on tv. Preliminary tabulation by Sindlinger & Co., Philadelphia, Friday showed that among those listening to debates, twice as many think Mr. Nixon is winning debates as think Sen. Kennedy is leading. Similar analysis of television audience isn't completed, but indications are it's more evenly divided in thinking who won.

Lanvin favors tv networks

Lanvin Parfum Inc., N. Y., traditional heavy tv spot user in weeks before Easter, Mother's Day and Christmas, is altering pattern, at expense of tv spot, for upcoming six-week Christmas campaign. Participations in network tv will reduce advertiser's budget for spot.

It was learned Friday that Lanvin (Lanvin, Arpege and My Sin perfumes) via North Adv., N. Y., has teamed with Thomas J. Lipton Co., Hoboken, N. J., through Sullivan, Stauffer, Colwell & Bayles, N. Y. (Lipton Tea), to co-sponsor David Susskind comedy special *Happy Talk*, on NBC-TV Dec. 6 (Tues. 10-11 p.m. EST). Program's format, with half-dozen popular comedians on deck, stems from Mr. Susskind's recent *Open End* show on which several comedians discussed aspects of comedy.

Other Lanvin network sponsorships include CBS-TV's *Person to Person* and NBC-TV's *Jack Paar Show*. Tv spot buying has not been completed, but schedules will get underway about Nov. 11 with buys varying according to sales levels in various markets.

Bureau backs RKO on pay tv issues

RKO General won strong ally Friday when Broadcast Bureau told FCC it didn't think pay tv applicant has to spell out in detail its programming plans at this time.

Signed by Louis C. Stephens, FCC counsel in forthcoming *en banc* hearing, bureau's document was in response to petition by Hartford, Conn., theatre owners and Connecticut Committee Against Pay Tv, asking for clarification of programming issues and suggesting more details are required. Broadcast Bureau said RKO General obviously could not make firm commitments until it has green light from FCC to carry out three-year test over its ch. 18 WHCT (TV) Hartford.

Broadcast Bureau also agreed with RKO General that commission should not interpret issue on effect of pay tv on other programs now available as including such entertainment as movies, theatres, night clubs, etc. (See page 78).

Commission bureau said other questions raised by Connecticut Committee could be accepted as clarifying issues.

Hearing before full FCC on RKO General's application to institute pay tv test in Hartford—for which it is prepared to spend up to $10 million—is scheduled to begin Oct. 24 .

WEW sold for $600,000

Station sales reported Friday, all subject to FCC approval:

▪ WEW St. Louis, Mo.: Sold by Bruce Barrington to William F. Johns Jr. and associates for around $600,000. Mr. Johns' group owns WWOM New Orleans, KOME Tulsa, WLOD Ft. Lauderdale, Fla., and WMIN Minneapolis-St. Paul. Mr. Barrington retains ownership of WKYB Paducah, Ky. WEW, founded in 1921, operates on 770 kc with 1 kw, daytime. Hamilton-Landis & Assoc. was broker.

▪ WNVY Pensacola, Fla.: Sold by group headed by H. W. Holland to Jack Drees and John C. Smith for $215,000. Messrs. Drees and Smith own WKAB Mobile, Ala. WNVY operates on 1230 kc with 250 w, full time.

Wesley appoints Amory

Charles M. Amory, formerly board chairman of U. M. & M. Tv Corp., New York tv film distributor, named director

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Gray

George Gray, formerly Eastern Div. manager of Paramount Television Productions, appointed vp and general manager of WORL Boston. Appointment was made by Edward M. Gallagher Jr., president of Pilgrim Broadcasting Co., which owns WORL. Before joining Paramount, Mr. Gray was New England representative for Ziv-Tv. His radio background includes posts with WCOP Boston, WEIM Fitchburg and WHOB (now WGAW) Gardner, all Massachusetts.

Mr. Schmick

Mr. Gibson

William M. Schmick, former director of new products at Colgate-Palmolive Co., N. Y., and senior product manager of new products at Procter & Gamble, joins Donahue & Coe, N. Y., as vp and director of marketing. **Lawrence D. Gibson,** most recently marketing research director at American Molasses Co., and former assistant to vp and director of marketing research at Corn Products Co., joins agency as vp and research director.

Bruce M. Dodge, founding officer and one of three principal stockholders in North Adv., named executive vp in charge of agency's New York office, it was announced Friday by Bert Goldsmith and Don P. Nathanson, board chairman and president, respectively. Before helping found North five years ago, Mr. Dodge, who has been heading New York office, was vp in charge of radio-tv for Weiss & Geller and previously director of Kenyon & Eckhardt's radio-tv department. He started career as radio producer at old Biow Co. and has produced such programs as *Toast of the Town, The Victor Borge Show, Take It or Leave It* and *The Milton Berle Show.* Other North stockholders are Messrs. Goldsmith and Nathanson. Cyrus H. Nathan, North executive vp and holder of half interest in agency, has sold his shares and resigned. (See FATES & FORTUNES.)

Mr. Rettig

Earl Rettig resigns as president of California National Productions effective at end of year. CNP is NBC's film subsidiary. No decision as to successor has been reached. Alfred Stern is CNP's board chairman. Herb Schlosser is vp and general manager, and Carl Lindemann Jr., few weeks ago moved from vp of program sales at NBC-TV, to program vp for CNP (BROADCASTING, Oct. 3).

Milton H. Raymond, vp and account group supervisor at Grant Adv., N. Y., appointed senior vp and chairman of newly - formed administrative plans board. Before he joined agency last June, Mr. Raymond was vp at Dowd, Redfield & Johnstone, N. Y., and its successor firm, Cohen, Dowd & Aleshire (now Cohen & Aleshire).

For other personnel changes of the week see FATES & FORTUNES

Mills name back, this time for FTC

Edward K. Mills, 54, New Jersey Republican who once was nominated to FCC, was given recess appointment Friday to become member of Federal Trade Commission, succeeding Edward J. Tait, who resigned Friday effective Oct. 31.

Mr. Mills, who had been prime candidate to succeed FCC Chairman George C. McConnaughey in 1956, was nominated to succeed FCC Chairman John C. Doerfer earlier this year. He asked that his name be withdrawn when he learned there was conflict of interest between irrevocable trust of which he is beneficiary and possible FCC activities.

Mr. Tait, nominated by President Eisenhower to full seven-year term on FTC in 1956, resigned for personal family reasons. He will enter private practice with Pittsburgh law firm, heading its Washington office. Before joining FTC, Mr. Tait was executive assistant to chairman of Securities & Exchange Commission.

Earlier in week it was announced President had named Daniel J. McCauley Jr., FTC general counsel, to SEC as commissioner, succeeding James C. Sargent, who resigned. Mr. McCauley was regional administrator of SEC before joining FTC in 1958.

WGBS, CBS part company

WGBS Miami, affiliated with CBS Radio since 1947, will go independent Nov. 28. William E. Rine, vice president of radio for Storer Broadcasting, which owns station, said decision to disaffiliate was made because new CBS Radio program format "is not compatible with WGBS program objectives." CBS Radio has adopted new program policy emphasizing news, de-emphasizing entertainment features (BROADCASTING, Oct. 3).

Business briefly . . .

Ronson Corp. ▪ Woodbridge, N. J., electric shavers, enters eight key markets at end of October for eight-week tv spot Christmas campaign consisting of approximately six prime-time 20's weekly in each. Agency: Norman, Craig & Kummel, N. Y.

Rootes Motors Inc. ▪ Long Island City, N. Y. (Hillman, Humber, Singer and Sunbeam automobiles), appoints Mogul Williams & Saylor, N. Y., as agency, effective today (Oct. 17), replacing Erwin Wasey, Ruthrauff & Ryan, N. Y. Budget is expected to total more than $1 million but media plans are not set.

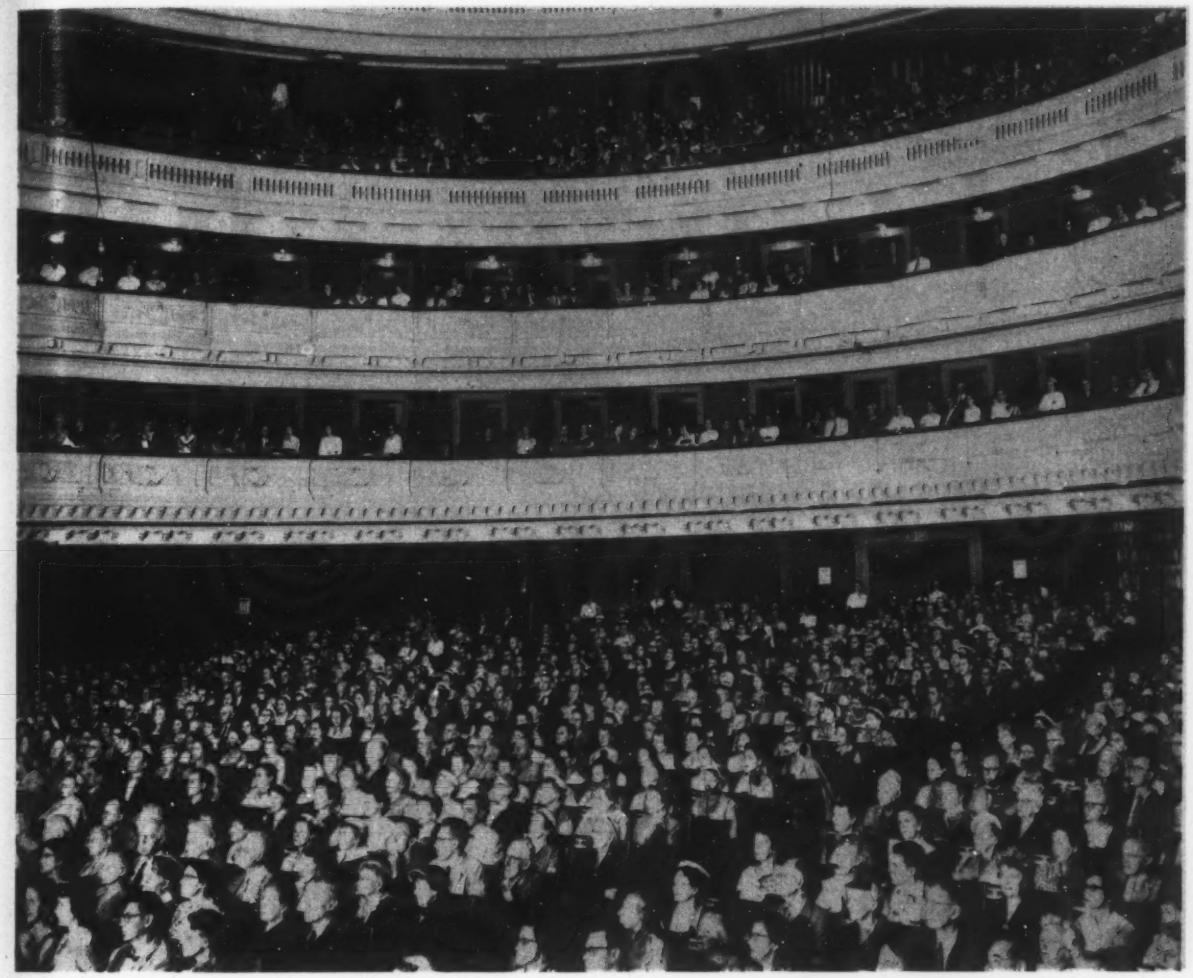
AT DEADLINE continued

of tv and radio for The Wesley Assoc., that city, as part of expansion of department's activities. Mr. Amory earlier had been founder and president of Minot Tv Inc., producer and distributor of tv series, which merged with M. & M.

WNOK-TV asks ch. 14

Plan to give Columbia, S. C., two uhf stations was submitted to FCC Friday. WNOK-TV (ch. 67) Columbia asked commission to move ch. 14 into that city. Veteran uhf broadcaster (since 1953) said it would apply for low-band uhf facility. Plan noted that First Carolina Corp. filed in August for presently-allocated ch. 25. WNOK-TV said it would seek that channel if ch. 14 is not moved to Columbia and backed up its stand by immediately filing application for ch. 25.

Station seeks change of tv channel assignments for Columbia from channels 10, *19, 25 and 67 to channels 10, 14, 25 and *31. This would involve deleting ch. 14 and substituting ch. 19 in Camden, S. C., and deleting ch. 31 and substituting ch. 67 in Lancaster.



SEATING CAPACITY: 15,172,000

The five Triangle FM Stations cover a vast area of 15,172,000 people. Here's the low-cost way to reach a high-quality, high-income, high-spending audience. One phone call buys all the Triangle FM Stations and you benefit three ways:

- **Large, high-spending audience at low cost**
- **One high standard of programming creating listener awareness of your commercials**
- **One standard of commercial acceptance**

Source: Sales Management, 1960

TRIANGLE STATIONS

FM

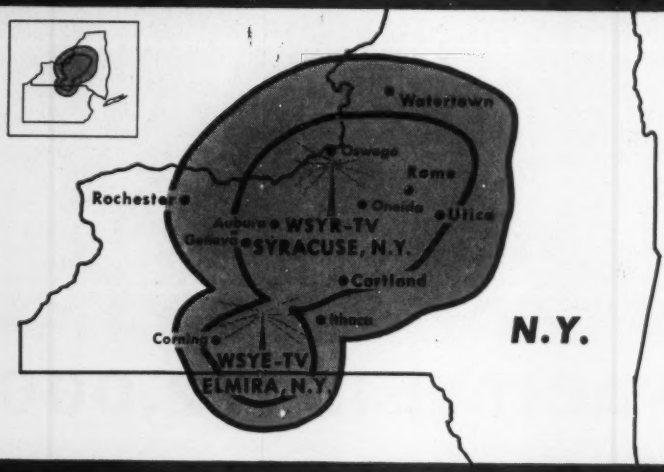
Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-FM	WNBF-FM	WFBG-FM	WNHC-FM	KRFM
Philadelphia, Pa.	Binghamton, N.Y.	Altoona, Pa.	New Haven, Conn.	Fresno, Cal.

Triangle National Sales Offices: 485 Lexington Avenue, New York 17, New York/ 3440 Wilshire Blvd., Los Angeles 5, Calif. / 6404 Sharon Rd., Baltimore 12, Md.

WSYR-TV
PLUS!
WSYE-TV
DOMINATES
CENTRAL NEW YORK

WSYR-TV ALONE DELIVERS 44,287
MORE HOMES THAN ITS COMPETITOR



WSYR-TV AND ITS SATELLITE,
WSYE-TV, DELIVER 73,089 MORE
HOMES THAN ITS COMPETITOR

*All figures NCS No. 3, weekly circulation.

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Channel 3 • SYRACUSE, N. Y. • *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N.Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

OCTOBER

Oct. 17-19—**Kentucky Broadcasters Assn.** annual fall meeting. Kentucky Dam Village State Park, Gilbertsville, Ky.

Oct. 18—**Assn. of Maximum Service Telecasters** board of directors meeting. Sheraton-Carlton Hotel, Washington, D.C. Jack Harris, vice president and general manager of KPRC-TV Houston, will preside.

*Oct. 18-21—**National Assn. of Educational Broadcasters** annual convention. Jack Tar Hotel, San Francisco. Among speakers will be Steve Allen, Dr. Edward Teller, Sylvester (Pat) Weaver Jr., Dr. Mortimer J. Adler, Rod Serling, Dr. Frank C. Baxter, Charles Eames and Dr. S. I. Hayakawa.

Oct. 19—**Radio & Television Executives Society** round table, joint affair with American Women in Radio and Television. Hotel Roosevelt, New York.

*Oct. 20—**Broadcasting Executives Club of New England** luncheon meeting in Boston. Guest speaker will be Dallas Townsend of CBS News.

*Oct. 20—**Connecticut AP Radio-Tv Assn.** Waverly Inn, Cheshire, Conn. Luncheon at 12:30 p.m.

Oct. 20—**Publicity Club of Los Angeles** seventh annual clinic. Statler-Hilton Hotel, Los Angeles. "Anatomy of Communications" is the clinic theme.

Oct. 20-21—**Audit Bureau of Circulations** 46th annual meeting, Hotel Biltmore, New York. Among opening speakers: ABC Board Chairman William R. Farrell, marketing services director, Monsanto Chemical Co.; Warner S. Shelly, president of N. W. Ayer & Son; Donald S. Frost, vice president of Bristol-Myers Co. and chairman of Assn. of National Advertisers. Thursday luncheon speaker: James J. Wadsworth, U.S. Representative to UN. Friday morning session will be devoted to committee reports, resolutions and other business. Concluding speaker: Arthur H. (Red) Motley, president, Parade Publications and U.S. Chamber of Commerce.

Oct. 22-23—**Missouri AP Radio-Tv** members meeting. Hotel Missouri, Jefferson City.

Oct. 22-23—**UPI Broadcasters of Wisconsin** fall meeting. A political forum and attendance at a football game are among events planned. Milwaukee Inn, 916 E. State St., Milwaukee, 4 p.m.

Oct. 23-26—**Central Canada Broadcasters Assn.** annual meeting, Montreal, Que.

Oct. 24—**FCC** begins hearing en banc application of Hartford Phonevision Co. (subsidiary of RKO General Inc.) for authority to conduct trial pay-tv operations over its newly acquired WHCT (TV) Hartford, Conn.

Oct. 25—**Colorado Broadcasters Assn.** general membership meeting in conjunction with NAB Fall Conference. Hilton Hotel, Denver.

Oct. 25-26—Engineering Section, **Central Canada Broadcasters Assn.**, King Edward Hotel, Toronto.

Oct. 26—**Radio & Television Executives Society** newsmaker luncheon. Hotel Roosevelt, New York.

Oct. 27—Los Angeles Chapter, **Academy of Television Arts & Sciences,** membership meeting. 8 p.m., Beverly Hilton Hotel. Local awards to people, programs and stations in Los Angeles area will be presented.

Oct. 27-28—**Council on Medical Television's** "Teaching with Television: An Institute for Medical Educators." Tv fundamentals and application to medical instruction will be discussed. U. of Florida College of Medicine, Gainesville. Friday meeting in Jacksonville, Fla.

*Oct. 28-29—**UPI Broadcasters of Michigan** meeting. Poplars Motel, East Lansing, Mich.

*Oct. 29-31—**Assn. of Independent Metropolitan Stations** fall meeting. Algonquin Hotel,

WFAA

TELEVISION abc
RADIO abc/nbc • DALLAS

Serving the greater DALLAS-FORT WORTH market

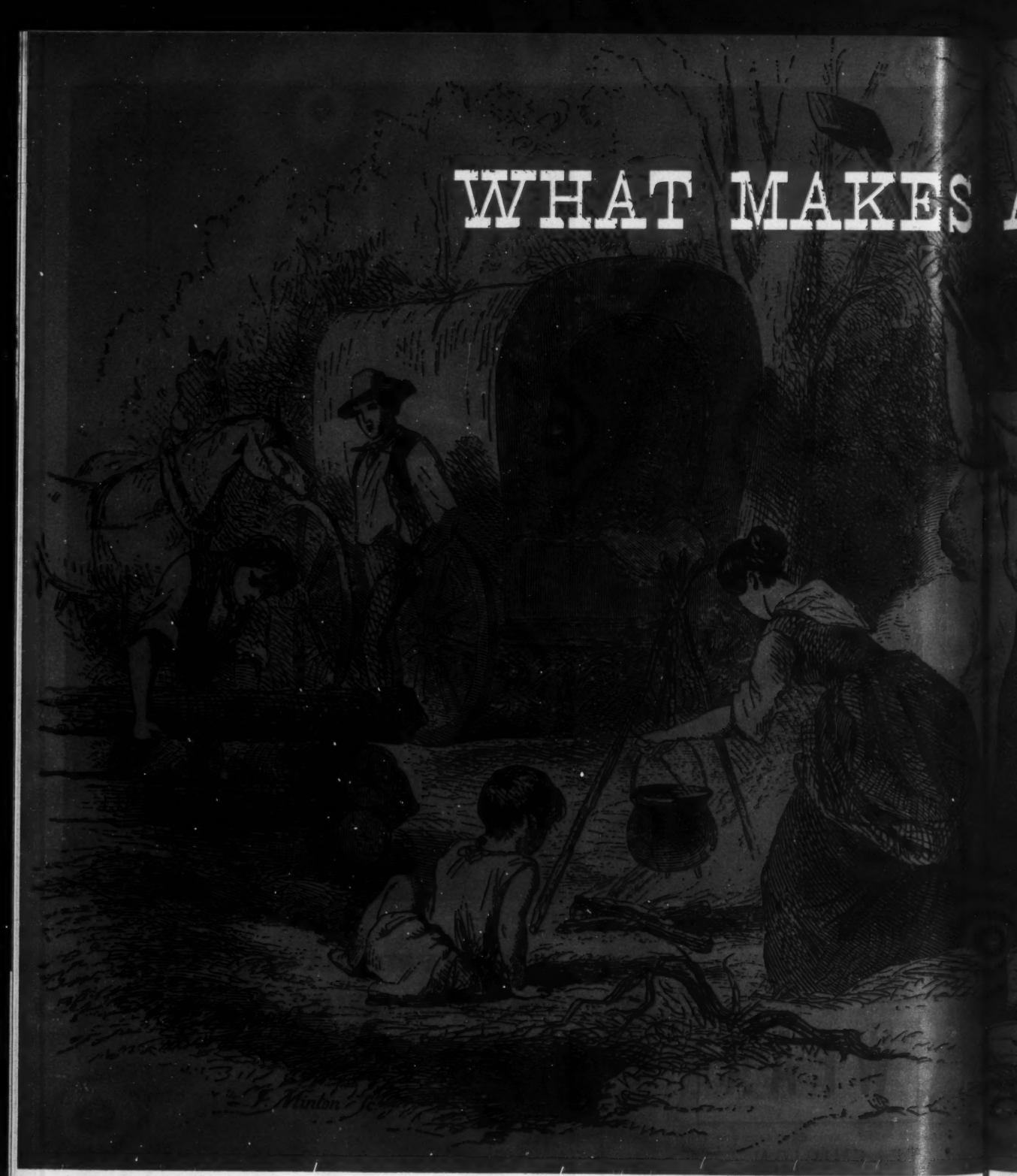
BROADCAST SERVICES OF THE DALLAS MORNING NEWS

The restoration of an old master . . . Just imagine the quality touch, meticulous care and infinite patience required. These are the same basic ingredients which comprise and the quality touch atmosphere surrounding today's better television and radio station operations.

Represented by

Edward Petry & Co., Inc.

The Original Station Representative



STORER BROADCASTING

33 years of community service

S A PIONEER

COMPANY

PIONEER?

A pioneer pioneers to get out of a rut. To explore. To open frontiers. To bring about new concepts. It's not the easiest calling. Everything must be learned the hard way. The risks are large and incessant.

There were few broadcasting guideposts when Storer started out 33 years ago. What have we learned from it all? THIS:

You first must make yourself a responsible citizen and a good neighbor to the community as a whole.

Only in this way can you build large, loyal audiences who will respond to your sales messages.

In short, operating in the public interest is good for our business and for yours.

Radio

PHILADELPHIA—WIBG
LOS ANGELES—KGBS
DETROIT—WJBK
TOLEDO—WSPD
CLEVELAND—WJW
MIAMI—WGBS
WHEELING—WWVA

Television

DETROIT—WJBK-TV
CLEVELAND—WJW-TV
MILWAUKEE—WITI-TV
ATLANTA—WAGA-TV
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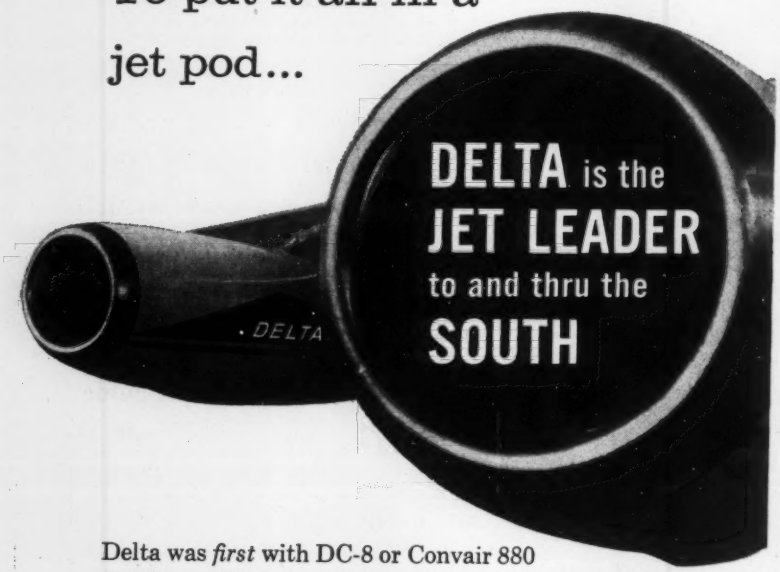
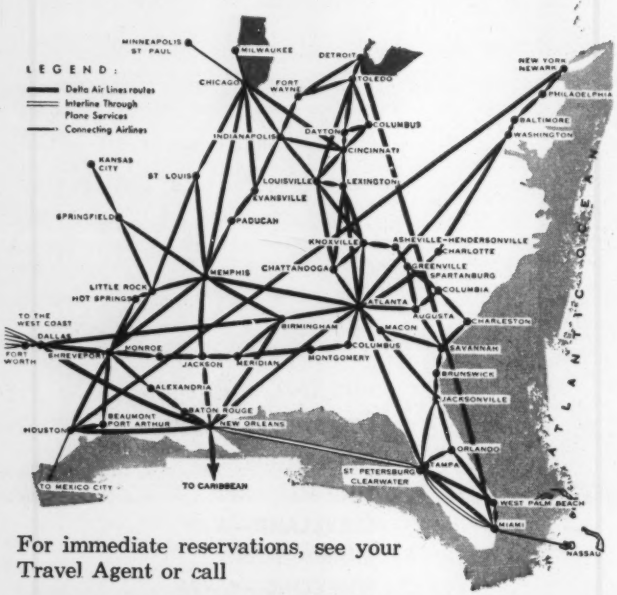
To put it all in a jet pod...



Delta was *first* with DC-8 or Convair 880 Jets over all routes served . . . and today offers up to 3 times *more* jet service than any other airline. Only Delta flies all 3 U.S.-built Jetliners . . .

Convair 880 Douglas DC-8 Boeing 707



For immediate reservations, see your Travel Agent or call

DELTA

the air line with the BIG JETS

New York.
Oct. 31-Nov. 2—**Institute of Radio Engineers** radio fall meet, Syracuse, N.Y.

NOVEMBER

*Nov. 2—**Hollywood Ad Club** "Shirtsleeve Session" on tv sales. David Hopkins, vice president of McCann-Erickson, Los Angeles, will be moderator. Sesssion will convene at 11 a.m. and run through luncheon until 2 p.m. at the Hollywood Roosevelt Hotel.

Nov. 3-4—**Ohio Assn. of Broadcasters** fall convention. Columbus Athletic Club, Columbus, Ohio.

*Nov. 4-5—**Country Music Festival**, ninth annual Jamboree sponsored by WSM Nashville, Tenn. Rep. Oren Harris (D-Ark.) will be keynote speaker.

Nov. 4—**American Women in Radio & Television** Pennsylvania conference. Harrisburg, Pa.

Nov. 5-6—**Missouri Broadcasters Assn.**, Lennox Hotel, St. Louis.

*Nov. 10-11—**North Dakota Broadcasters Assn.** annual meeting. Gardner Hotel, Fargo, N.D.

Nov. 13-16—**Assn. of National Advertisers** annual meeting. The Homestead, Hot Springs, Va.

Nov. 13—Annual seminar for promotion managers of radio and tv stations represented by **Edward Petry & Co.**, at 3 p.m. in Continental Suite, Sheraton-Charles Hotel, New Orleans. Held in conjunction with Broadcasters' Promotion Assn. convention.

Nov. 14-16—**Broadcasters' Promotion Assn.** annual convention. Sheraton Charles Hotel, New Orleans. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Among topics on agenda: color tv, budgets, merchandising, FCC and other probes, audience surveys and the role of video tape, graphic arts and news in promotion.

Nov. 15-18—**Television Bureau of Advertising** annual meeting. Waldorf-Astoria, New York.

Nov. 17-18—**Tennessee Assn. of Broadcasters** meeting. Peabody Hotel, Memphis.

Nov. 18—**California Broadcasters Assn.** annual meeting, Fresno.

Nov. 18-19—**Oregon Assn. of Broadcasters** meeting, Salem, Ore.

*Nov. 18-19—**Advertising Federation of America**, 8th District convention. Holiday Inn and U. of Wisconsin campus, Madison. Among the speakers will be: James Fish, vice president of General Mills and AFA board chairman and James Beach, ABC vice president.

Nov. 18-19—**Oregon Assn. of Broadcasters** meeting. Salem, Ore.

*Nov. 22—**Hollywood Ad Club** luncheon at Hollywood Roosevelt. Jerome Guild, designer, will discuss "Importance of Packaging."

Nov. 25-27—**National Assn. of Television & Radio Farm Directors** annual meeting, Conrad Hilton Hotel, Chicago.

Nov. 26—**Utah-Idaho Associated Press Broadcasters Assn.** convention. Twin Falls, Idaho.

*Nov. 28—Deadline for reply comments in FCC's rulemaking proceeding to drop in vhf channels at less than present minimum mileage separations. Docket 13340.

Nov. 30-Dec. 3—**Sigma Delta Chi** national convention, Biltmore Hotel, New York. Schedule calls for registration and opening night buffet, convention sessions through annual evening banquet Dec. 2, closing morning meeting and afternoon visit to United Nations Dec. 3, and post-convention activity of SDX executive council Dec. 4.

DECEMBER

*Dec. 2—**Arizona Broadcasters Assn.** fall meeting. All-day session at Mountain Shadows Resort near Scottsdale, Ariz. Norman E. Cash, TvB president, and Kevin B. Sweeney, RAB president, are principal speakers.

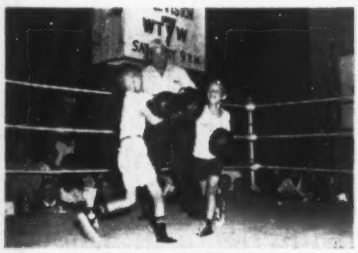
JANUARY 1961

Jan. 8-12—**National Retail Merchants Assn.** 50th anniversary convention. W. Maxey Jarman, board chairman of Genesco Corp., will speak at the opening-day luncheon. Grand

POWWOWERFUL PARTY!

125,000 ATTEND WTVW BIRTHDAY CELEBRATION

It's no secret that folks in the Evansville area *like* what they see on channel 7, and they *buy* what they see on channel 7. Over 125,000 persons attended our recent two-day Fourth Birthday Party celebration, and frankly, this tremendous turnout surprised even us. If you'd like to join our next sell-ebration, now through the end of the year, contact our national representative for avails.



Pee Wee bouts highlight two day celebration. Rip Hawk referees bouts.

Clothing worn during actual filming is exhibited to promote latest Paramount package now featured on "MILLION DOLLAR MOVIE"

Personal appearance by Jim Brown, Lt. Rip Masters of "RIN TIN TIN" delights young followers

"HONG KONG" and "QUICK DRAW McGRAW" displays stir interest of both youngsters and parents

Yogi Bear of Huckleberry Hound fame spins a few tall tales to spellbound audience.

Contact GEORGE P. HOLLINGBERY
National Representative

WTVW
ABC NETWORK

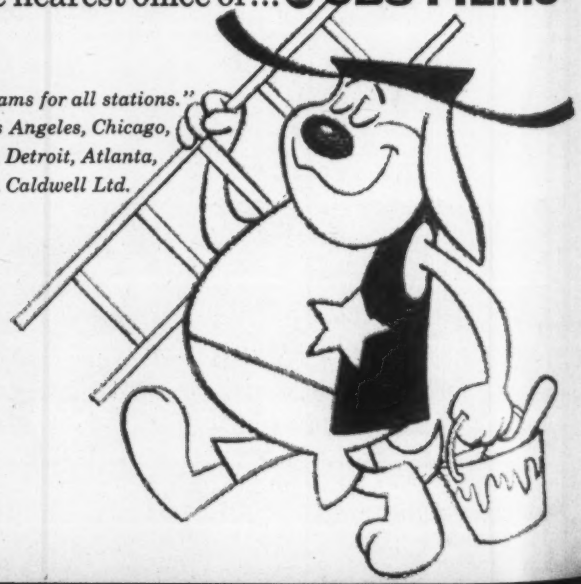
Southern Indiana's most powWOWerful station

HOT DAWG! Everybody wants Deputy Dawg. He is syndication's *hottest* new cartoon property. *Variety* reports that Deputy's Terrytoons-produced series "continues to pile up sales, with the 75-market gross now up to $850,000."

The excitement figures. Deputy Dawg and his pals (Vincent Van Gopher, Li'l Whooper, Muskie and others) were created for the special delight of television audiences and advertisers (Lay's Potato Chips is sponsoring Deputy in dozens of Southern markets). Then there's a merchandising bonanza: Deputy Dawg apparel, comics, records, games, toys, books available from Grosset & Dunlap, RCA Victor, Dell Publishing, Ideal Toy Corporation and other licensees.

Better order your 26 Deputy Dawg half-hours today. Because, take it from us, he's *hot!* For details, call or write to the nearest office of... **CBS FILMS**

"...the best film programs for all stations."
Sales offices in New York, Los Angeles, Chicago, San Francisco, St. Louis, Detroit, Atlanta, Dallas, Boston. In Canada: S.W. Caldwell Ltd.



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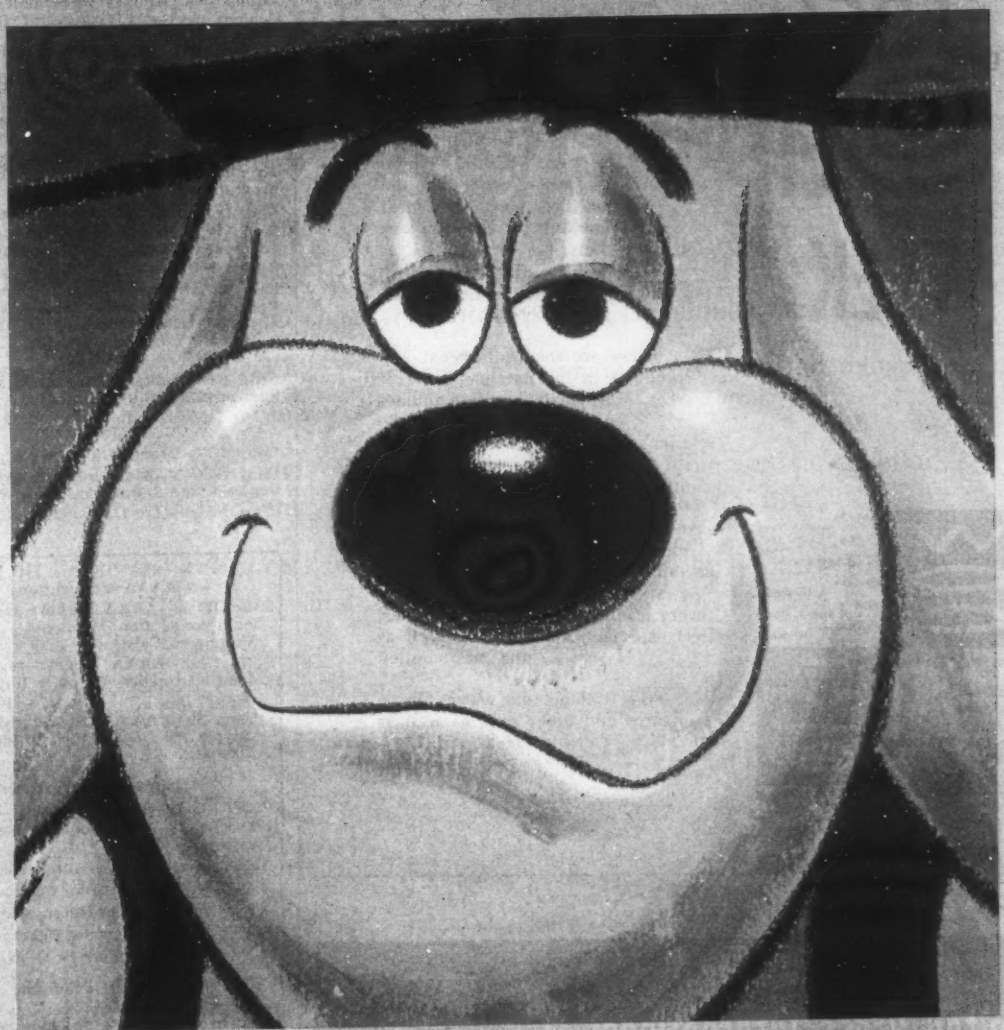

DEPUTY DAWG

MORE THAN 33 HOURS
of LOCAL programming
EACH WEEK

This is the PLUS factor that makes WOC-TV more exciting — more interesting — *more effective* than the competition. Yes, more local programming for homemakers, for sports fans, for youngsters . . . all this in addition to NBC, top ABC shows and the best of the syndicated shows.

These are the people that buy products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

WOC TV channel 6
THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.
PRESIDENT Col. B. J. Palmer
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PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

United Press International Facsimile Newspictures and United Press Movietone Newsfilm Build Ratings

Ballroom, Statler-Hilton Hotel, New York City.

Jan. 21-22—Ninth annual **Retail Advertising Conference,** Palmer House, Chicago.

Jan. 23-24—**Oklahoma Broadcasters' Assn.** Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting.

*Jan. 26-28—**Georgia Radio & Television Institute,** sponsored by The Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, Athens. Among the scheduled speakers: Sam Slate, vice president and general manager, WCBS New York; Sig Mickelson, president, CBS News; Edward Stanley, NBC director of public affairs, and Charles H. Tower, manager of broadcast personnel and economics, NAB

FEBRUARY

Feb. 1-3—**Winter Military Electronics** convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Register exhibits with Arthur N. Curtiss, IRE Business Office, 1435 S. La-Cienega Blvd., Los Angeles 35. Convention will be held in Biltmore Hotel there.

Feb. 4—**Directors Guild of America,** annual awards dinner dance. Beverly Hilton, Beverly Hills, Calif. Presentation of awards for outstanding directorial achievement in theatrical motion pictures, live and film tv programs.

*Feb. 5-11—**1961 Advertising Week.**

Feb. 14-15—**Assn. of National Advertisers,** cooperative advertising workshop. Hotel Ambassador, Chicago.

Feb. 22-23—Sixth annual **Conference of Presidents of State Broadcaster Assns.** Shoreham Hotel, Washington, D. C.

APRIL

April 6-8—**Montana Broadcasters Assn.** annual meeting. Billings, Mont.

MAY

*May 4-14—Brand Names Week.

*May 7-11—**NAB** annual convention. Sheraton Park and Shoreham Hotels, Washington, D. C.

AAAA Conventions

Oct. 16-19—**AAAA,** western region annual convention. Hotel del Coronado, Coronado, Calif.

Nov. 2-3—**AAAA,** eastern region annual conference, Biltmore Hotel, New York.

Nov. 30—**AAAA,** east central region annual meeting. Statler Hilton Hotel, Detroit.

NAB Fall Conferences

Oct. 18-19—Sheraton-Dallas, Dallas
Oct. 20-21—Mark Hopkins, San Francisco
Oct. 24-25—Denver-Hilton, Denver
Oct. 27-28—Fontenelle, Omaha, Neb.
Nov. 14-15—Statler Hilton, Washington
Nov. 21-22—Edgewater Beach, Chicago
Nov. 28-29—Biltmore Hotel, New York

AAAA Conventions

Jan. 27-29—Eastern inter-city conference of Women's Advertising Clubs. Warwick Hotel, Philadelphia.

Feb. 1—**AFA** annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

April 6-7—**AFA** 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—**AFA** 4th district convention. Dupont Plaza Hotel, Miami.

April 21-22—**AFA** 9th district convention. Savery Hotel, Des Moines, Iowa.

May 27-31—**AFA** 5th annual convention. Sheraton Park Hotel, Washington, D.C.

Which is most Important

–how much you spend
–how much you save
–or how much you make

on a Television Program?

Don't try to answer that question, for these are all equally essential considerations when you purchase the Encyclopaedia Britannica Film Library.

You actually spend far less than you might imagine to acquire this remarkable 700 film library (as low as $40 per week in many markets!).

You save many thousands of dollars by utilizing films which are far superior to wasteful and frequently ineffectual remotes or studio set-ups.

You make the entire cost of the library plus a handsome profit as soon as you bring in your very first sponsor for one half-hour per week for just 26 weeks per year.

NOW . . . if all this is so (and we can prove it!) why don't you have the EBF Library at your station?

Full particulars from:

TRANS-LUX TELEVISION CORP.

625 Madison Ave. · New York 22, N. Y.
PLaza 1-3114-5 · For information contact
RICHARD CARLTON, Vice President
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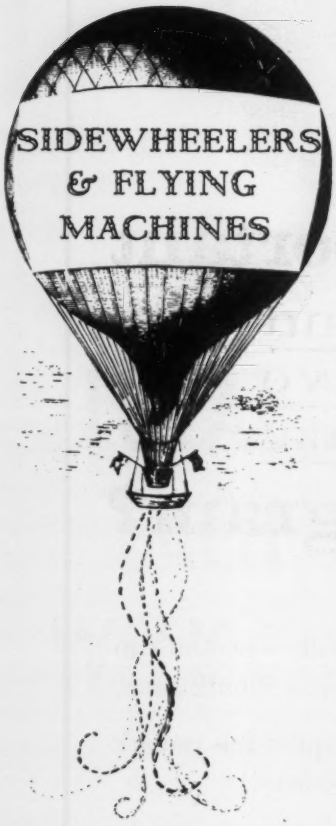
6th in a series



Don't be detoured. If you want to move in Metropolitan New York, you need WPAT . . . the station that moves millions throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut. Follow the lead of the world's leading lines. They're in transports over the effectiveness of WPAT . . . where transportation and travel advertising has climbed to a stratospheric 2090% increase in three short years. There's no doubt about it, commercials get there faster on WPAT. And for advertisers, getting there is *all* the fun. Here are only a few of the world travelers who've found out how much faster and how much more fun it can be to get there on WPAT: *Arosa Steamship Lines, Braniff, BOAC, Capital, The French Line, Irish Airlines, K L M, National, Northeast, Northwest, Sabena, SAS, TWA and United.* In the past three years, all of them have advertised on WPAT . . . the station with the air of success.

WPAT
&
WPAT-FM

BROADCASTING PUBLICATIONS INC.

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TREASURER ..... B. T. TAISHOFF
COMPTROLLER ..... IRVING C. MILLER
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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone Metropolitan 8-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

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1,433,915 NEGROES CAN'T BE WRONG!

Negroes in six important Rounsaville Radio areas know what they like. And you must aim right or you miss the buying power of these Negroes...consumers with $824,000,000 to spend—*AFTER* taxes! This enormous consumer potential can influence the national sales picture of *any* product. And NEGRO RADIO, and ONLY Negro Radio, can reach them. Over 95% of all Negroes listen to radio! Negroes buy the products they hear about on their radio—NEGRO RADIO. A proper part of your advertising dollar *must* go to Rounsaville Radio, or you miss this market! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast.

Personal Letter

Everyone in the world appreciates recognition. Certainly the people to whom we program, the American Negro, is no exception to this rule. That is why we, at Rounsaville Radio, program exclusively for the Negro with Negro talent. You can make excellent use of our Know-How to sell your products. We'll be happy to help you. We are one of the oldest and the *largest* broadcasters in our chosen field.

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!
WLOU 5,000 Watts — Louisville's only all Negro-Programmed Station!
WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!
WVOL 5,000 Watts — Nashville's only all Negro-Programmed Station!
WYLD 1,000 Watts—New Orleans' only full time Negro-Programmed Station!
WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

Buy One or All—Discounts With Two or More!

ROUNSAVILLE RADIO

ROUNSAVILLE RADIO STATIONS

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA

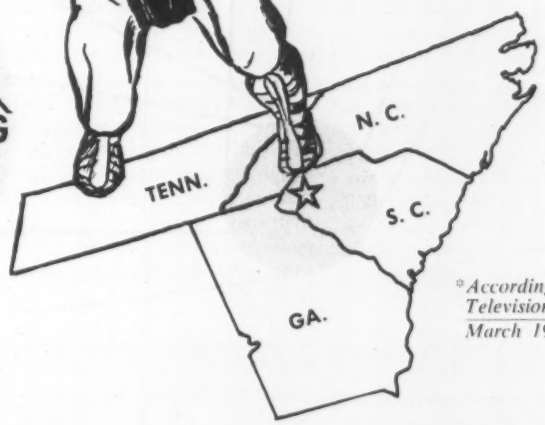
ROBERT W. ROUNSAVILLE, Owner-President — HAROLD F. WALKER, V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO. — DORA-CLAYTON

"The Giant"
HAS THE UNITED STATES'

GREENVILLE, SPARTANBURG and ASHEVILLE...
and it's 7th* in the Southeast larger than Nashville, Raleigh-Durham, Jacksonville, Mobile or Jackson

41st* TV MARKET

"The Giant of Southern Skies"



**According to Television Magazine, March 1960*

For any "1st 10" markets in the Southeast, or for any "1st 50" markets in the U.S. . . . you'll want "The Giant of Southern Skies"

Write, wire or phone the Station or AVERY-KNODEL, INC. for rates, availabilities and assistance.

NBC
CHANNEL 4
WFBC-TV
GREENVILLE, S. C.

Represented Nationally by AVERY-KNODEL, INC.

MONDAY MEMO from JAYNE SHANNON of J. WALTER THOMPSON

What television needs most:

Better local shows, better local public relations

Within the sphere of influence of every television station there is a significant segment of the audience that is becoming more articulate in its negative opinions toward broadcasting.

Has the giant of the communication field failed to communicate effectively with its audience? In terms of a market place for goods and services, it has not. Its sales record has been brilliant. However, the question arises: Are stations taking the initiative against these negative audience opinions? If so, to what degree?

There is a very positive story in television's accomplishments that can be promoted more effectively. For a mass medium that must also serve minority tastes it has an admirable record. But, too often television's good efforts are buried under growing piles of uninformed criticism.

Evidence of the industry's concern and its plans for a public relations counter-attack are illustrated in the recent report issued by the Television Information Office (BROADCASTING, Sept. 26). Its efforts certainly are to be encouraged.

But the success of any industry program is, to a large extent, dependent upon the degree to which stations themselves take an active interest in good community relations. It is therefore incumbent upon stations to better inform their audiences, particularly the vocal segment, of television's role as both an entertainment and information medium, reiterate its accomplishments and put into perspective the local station's role.

The Local Story ▪ There are, of course, some outstanding examples among stations today who have seized this information incentive. Their managements are active in promoting the industry and local station achievements to their community leaders in civic, professional, educational, cultural and religious groups. And, more important, they speak from a record of local programming standards that have earned them recognition as an effective local social force. They have dramatically put into perspective the local stations' contributions. Greater success in this area will depend upon the participation of many more stations.

No matter how well organized your local public relations program may be it will require an extension through more on-the-air community oriented programs.

The FCC has presented a challenge and an opportunity to statons in its recent ruling which returns to stations 30 minutes of time previously optioned to the networks. It wil be interesting to watch the use to which this new local option time will be put.

It is inevitable that we will see greater use made of the station's privilege to editorialize. The judicious use of this power can contribute toward more stimulating programs on important local and regional issues. More important, it will be the direct line between station management and the station audience. What your station stands for will be there for all to see. This will be mature and responsible local programming in a very real sense and should result in the general up-grading of the local station image as an authoritative, reliable and influential local voice.

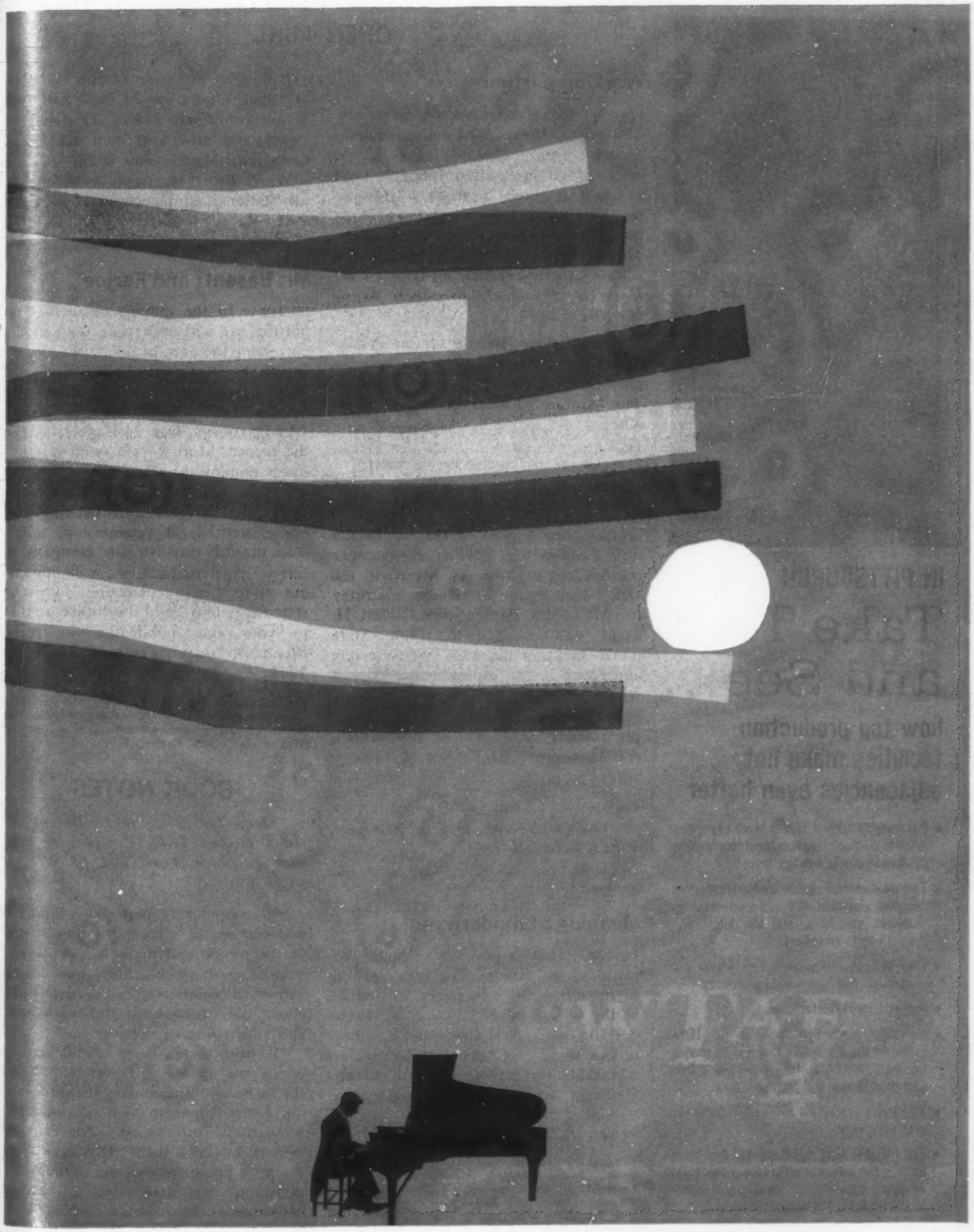
Time for New Look ▪ On the theory that the soundest action is based upon enlightened self-interest and recognizing that people's tastes, interests and even their habits are subject to ever-changing patterns, would not this be an opportune time to re-examine your market, assess your programming philosophy and develop what J. Walter Thompson's senior consultant, James Webb Young, describes as a "merchant mind—an endless store of daily observations of what people really want, backed by a real desire to serve them"?

From our personal observations in travelling about the country, we believe there is sufficient genuine interest on the part of audiences in good locally conceived programming to warrant experiment with new ideas. Stations have long been considered as an important source for new program ideas. In fact, every leading television award carries a special category for the outstanding local program achievements.

In advertising we are steadily trying to increase the areas of measurable knowledge with which we work. Vital and imaginative community relations programming which strengthens a station's audience acceptance will enhance its media values and offer an important qualitative dimension to our media knowledge. We also firmly believe that a more authoritative, reliable and influential station image will create a more favorable environment for advertiser selling messages.

The community relations task outlined here does not represent an original concept. The principles have been used by successful broadcasters and the rewards are a matter of record. The proposal then is to enlarge the scope of creative local public interest programming, to develop a willingness to experiment with new ideas and program formats and to show your audiences what you stand for through better conceived and better integrated local public relations campaigns.

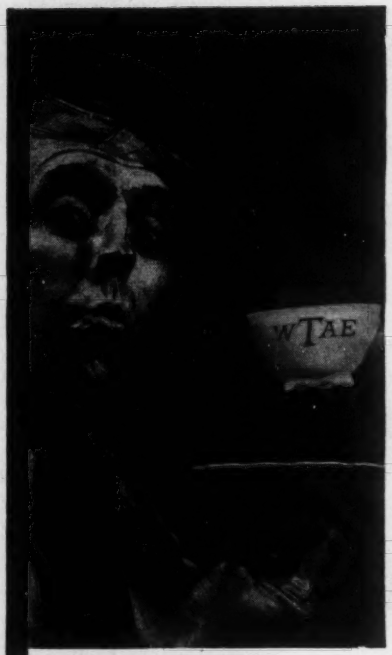
Jayne Shannon, native of Morristown, N. J., began her advertising career in 1943 when she joined J. Walter Thompson, New York, as a media buyer. Before that she had been in fashion merchandising. For the past seven years she has been broadcast media supervisor at JWT and active on accounts like Standard Brands, Scott paper, Eastman Kodak and Lever Bros.



AUGMENT YOUR SALES WITH MUSIC FOR MATURE MINDS

WBAL-RADIO, Maryland's only 50,000 watt station, covers a total population of over 2½ million people . . . each with different likes and dislikes. To reach this massive Maryland market, WBAL-RADIO hits a new note in full range programming—MUSIC FOR MATURE MINDS. No disturbing idle talk. No discordant deviations. Just the big sound of *beautiful music* . . . music for people of all ages . . . music for millions of discriminating Marylanders within the 14,000 square mile area that WBAL-RADIO covers. If you're looking for a captive audience for your client, you can make *beautiful music* together with WBAL-RADIO.

Nationally represented by Daren F. McGavren Co., Inc. Associated with WBAL FM & TV **WBAL-RADIO, BALTIMORE**



IN PITTSBURGH

Take TAE and See...

how top production facilities make hot adjacencies even hotter

- Pittsburgh's largest studio space: two huge drive-in studios... spacious outdoor facilities ... two in-studio bowling lanes!
- Two dual control rooms, each with custom-designed and built RCA audio boards, transistorized switchers, and the latest RCA special effects amplifiers.
- Four Vidicon film chains; four 16mm projectors and two 35mm slide projectors.
- Ampex VideoTape facilities.
- Complete production facilities for 16mm sound or silent film... 35mm slide production equipment... fully equipped art department, scenic and prop shops.
- TeleScript production aids... TelePro rear projection units.
- Full 100,000 watt signal power: two transmitters, two antennas with independent transmission lines, and three power supply sources at the huge transmitter installation.

BASIC ABC IN PITTSBURGH

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

OPEN MIKE®

Working partners

EDITOR: Congratulations on your new YEARBOOK. It's the best and most comprehensive yet. I have two copies. You'd be surprised how often I find a need to use it at home. Perhaps you should suggest that to others whose workload gets into non-office hours and weekends. To bad you don't have an India paper edition to carry around on trips.—*Carl Haverlin, President, Broadcast Music Inc., New York.*

EDITOR: Your BROADCASTING YEARBOOK . . . The Pennant winner!—*George W. Bailey, Executive Secretary, The Institute of Radio Engineers, New York.*

[The 1960 YEARBOOK & MARKETBOOK is now available. $4 per copy.—THE EDITORS.]

Radio: banker's mainstay

EDITOR: Just a note of thanks for the nice mention which we received under the heading of MONDAY MEMO in the Oct. 3 issue (page 22 "Radio: mainstay for Main St.'s Banker," by Gilbert H. Todd, assistant cashier, Elliott State Bank, Jacksonville, Ill.) We sincerely appreciate it and especially so since it was unsolicited.

Is it possible to get a reprint . . . approximately 500?—*R. Karl Baker, General Manager, WLDS-AM-FM Jacksonville, Ill.*

EDITOR: . . . send us 50 reprints . . . —*Robert O. Moran, General Manager, WBEL Beloit, Wis.*

[Reprints are available, 5c each.—THE EDITORS.]

Meaning of modern radio

EDITOR: If it is possible to obtain reprints of the article "The real meaning of modern radio" on pages 70 and 71 of the Oct. 3 issue, I would like to order 50 copies for students and members of our staff. . . I believe this expresses admirably the philosophy and potentialities of modern radio. . .—*Elizabeth Turnell, Program Director, WGRE (FM), DePauw U., Greencastle, Ind.*

[The story consisted of excerpts from a new book, *Radio Station Management*, by J. Leonard Reinsch, executive director of the Cox Stations, and Elmo Ellis, manager of programming and production at Cox's WSB Atlanta. Reprints of the article are available at 5c each.—THE EDITORS.]

Youthful radio owners

EDITOR: Regarding Frosty Mitchell's claim (OPEN MIKE, Oct. 3, page 20) that at 27 he is the youngest two-station owner in the nation, I would like to welcome him to a rather select circle of "young" station owners.

I bought my first station, KMHT Marshall, when I was 23, built KBCL in Shreveport when I was 25 (sold in 1958) and now also own KLUE in Longview. My age now is 28.

While Frosty manages only one of his stations, I manage both of ours. —*H. A. (Tony) Bridge Jr., KMHT Marshall, Tex.*

Mr. Bassett and Forjoe

EDITOR: In the interest of factual reporting, we will appreciate your kindly correcting the current publicity story released by Broadcast Time Sales for Mort Bassett in which it is stated that he was "a partner" of Forjoe & Co. Inc. (AT DEADLINE, Oct. 26, page 10). For the record, Mort Bassett, who was formerly employed by us, is not and never was "a partner." Inasmuch as this designation creates a misleading and non-existent legal relationship, which may possibly involve our company in serious legal matters, we will appreciate your kindly correcting any such statements now or in the future, sent in to your fine publication. — *Joseph Bloom, President, Forjoe & Co., New York.*

[Broadcast Time Sales' news release said "Mr. Bassett's most recent connection was as executive vice president and a partner of Forjoe."—THE EDITORS.]

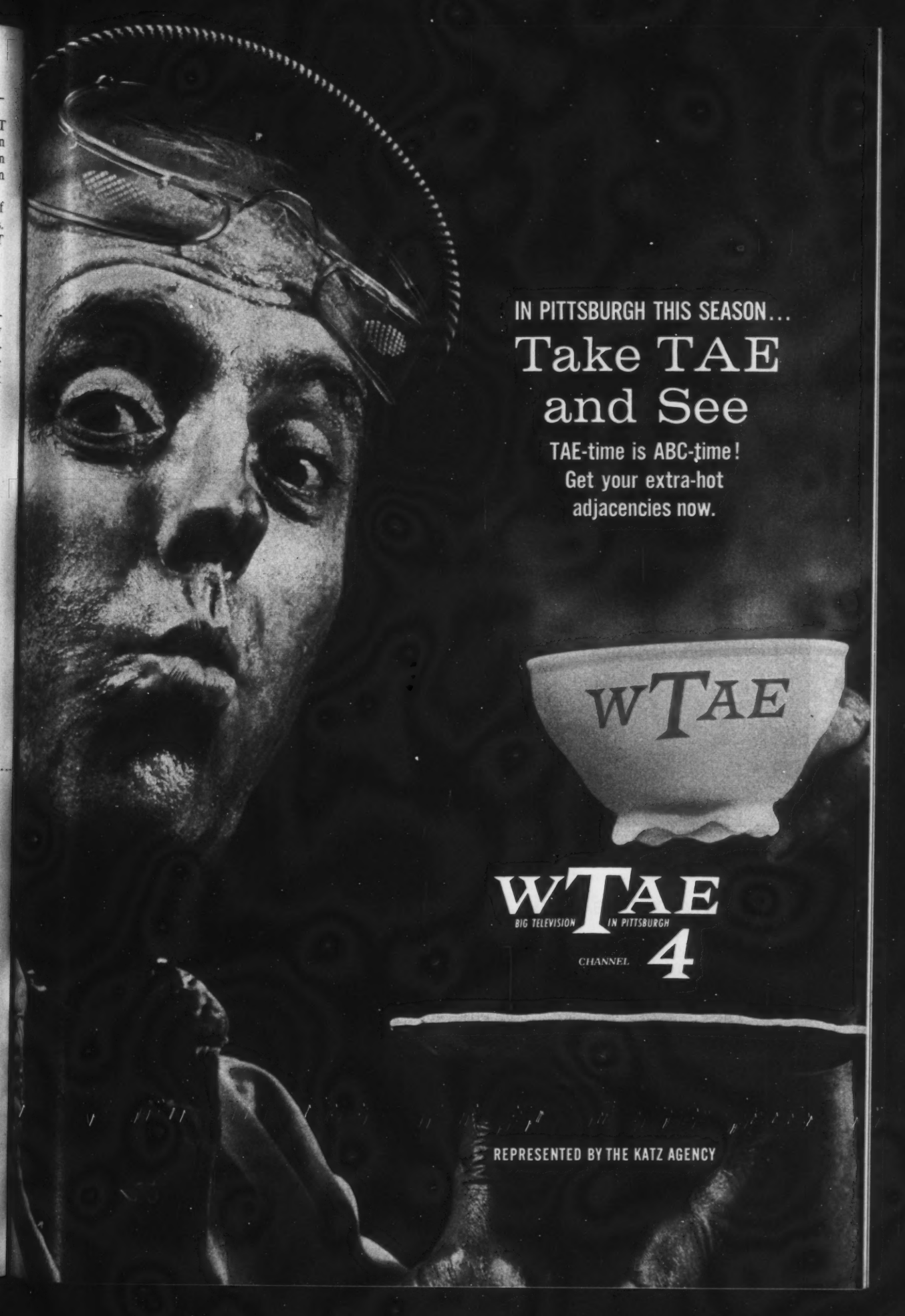
BOOK NOTES

■ *"Yours Truly . . . Hugh Downs" by Hugh Downs, Holt, Rinehart & Winston Inc., New York, Oct. 17, 201 pp; $3.95.*

This popular tv personality and announcer writes an entertaining review of the minor and major incidents that helped to shape his life. He mingles within it some succinct observations about the professions of broadcasting and advertising. Example:

"If ever there was a middleman, it is the ad agency. It stands between the arts and the purse strings. It is the buffer between creative pride and mercantile ruthlessness. And it gets bruised on both sides. It may well be the most pressured business in the world, constantly trying to effect a marriage of incompatible outlooks. . .

"I believe if all ad agencies closed for one month, and let business concerns work out their advertising problems directly with media, that at the end of that time, both media and the corporations would be so glad to see the agencies back that loud rejoicing would break forth. Maybe even a book or two would appear in praise of Madison Ave."


IN PITTSBURGH THIS SEASON...
Take TAE and See
TAE-time is ABC-time!
Get your extra-hot adjacencies now.
WTAE
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
REPRESENTED BY THE KATZ AGENCY

450 Druggists make W-I-T-H's Spotlight Drug Plan the fastest-drawing Merchandising in Baltimore!

W-I-T-H is first in Baltimore with more drug-store product advertisers than any other station . . . and no wonder! W-I-T-H's drug advertisers get their products featured in 450 top-volume drug stores in Metropolitan Baltimore by shelf talkers, window streamers, price tags and cash-register strips! These 450 druggists are set to push your product . . . so buy time where you get space.

RADIO **WITH** PERSONALITY Baltimore

Tom Tinsley, President, R. C. Embry, Vice President

NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JIM AYERS COMPANY in the South and Southwest.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

October 17, 1960 Vol. 59 No. 16

WHO CONTROLS WHAT IN TV FILMS

■ FCC's Hollywood probe hears big tv producers say they do
■ But they admit sponsors do have some program influence
■ Hearing reveals cost, talent, other production factors

"Don't call me, I'll call you."

This old shoe, popularly attributed to the big Hollywood film producer, wound up on the other foot last week.

FCC did the calling. And the big Hollywood tv film producers did the answering.

The big names behind the big names were called to the witness stand as the commission opened the film capital phase of its overall, continuing investigation of network and programming practices in television. The Hollywood hearing continues into this week.

Asked by FCC counsel whether sponsors "control" the tv programs which they make, the producers appeared to answer in one voice: "no."

However, they admitted that as a practical matter, and as common business sense or courtesy, they do accede to some policy wishes of the advertisers. In fact, exhibits introduced by the FCC counsel tended to show sponsors have exercised rather extensive "control" in certain instances (see story page 30).

Control: Yes & No ■ Last week's key testimony was given by top tv officials of Warner Bros., Screen Gems, 20th Century-Fox, MGM, Toreto Films (Loretta Young), Four Star (Dick Powell) and Stage Five Productions (Ozzie Nelson) among others. The producers, in essence, said:

- They (the producers) control the content of the programs they produce.
- But that control is mitigated some by the necessity to abide by rules of network continuity acceptance and by the practical policy (usually a contractual obligation) to give the sponsor the right to a final say on matters that might affect the sale of his product.
- They denied that these mitigating conditions present any real problem since most of the "suggestions" were matters of common programming or business sense. An example: a cigarette sponsor wanted characters in his program to smoke cigarettes instead of cigars or pipes or chewing tobacco.
- They work hard to eliminate violence and offensiveness from their films. They adhere to NAB's Television Code.
- They have never talked to a television station manager although FCC, under the law, holds the station licensee responsible for what goes on the air and not the network, the advertiser, the agency or the producer.

The hearing will continue this week in the U.S. Court of Appeals courtroom on the 16th floor of the U.S. Post Office and Court House in Los Angeles. It is a continuation of the inquiry ordered by the commission Feb. 26, 1959, into the broad aspects of tv network programming. Hearings were held in May 1959 in Washington and in July of that year in New York. In November 1959 the scope of the inquiry was enlarged to include radio and tv programming and advertising matter.

Realistic Regulation ■ "In initiating its broad inquiry, the commission sought to determine whether the regulatory pattern for broadcasting is realistic and adequate in the light of modern programming methods and practices in the industry," Harold Cowgill, chief of the FCC Broadcast Bureau, said in an opening statement read into the record by Ashbrook P. Bryant, chief counsel of the Broadcast Bureau.

Although the law places on the broadcaster the responsibility for his program schedules, Mr. Cowgill pointed out that "in reality the station licensee has little part in the creation, production, selection and control of network programming. Licensees place 'practical reliance' on the networks for the selection and supervision of network programs which constitute the principal broadcast fare of the vast

William Orr

William Dozier

Peter Levathes

Loretta Young

majority of television stations throughout the country.

"Many if not most of the most popular television programs presently on the air are created and produced by the film industry . . . which has made and is making a major contribution to the broadcast structure of the U.S. Indeed, that contribution is recognized by our very presence here and points to the fact that no intelligent and informed appraisal of broadcasting and its relation to the government can be made without a thorough knowledge of the operations of the film community in the creation and production of broadcast matter for television."

James D. Cunningham, chief hearing examiner of the FCC and presiding officer at the hearing, said at the outset that the proceeding is not judicial but "investigatory or fact finding." The objective is to make an official record for use by the commission.

Questioning was conducted by Mr. Bryant and FCC Attorney James Tierney. They paid considerable attention to the matter of crime and violence on tv, citing numerous criticisms to the effect that there is far too much of both in the programs fed into the American home by the tv networks. The producers admitted that this is a problem, but one of which they are well aware. Each testified that his firm is making every effort to meet it head on so that the programs will entertain and not corrupt the viewing public.

Warner Bros.' Policy ▪ The first witness was William T. Orr, vice president of Warner Bros. Pictures and executive producer of the tv division. He said that all Warner tv programs produced under his supervision were for broadcast on ABC-TV. (Cartoons, commercials and the Bell science programs made by the company are in another division).

He said the main difference between producing films for theatres and for television is that there is an established budget for tv while in theatrical motion pictures one starts with a subject and perhaps a star and estimates what the box office potential is and then begins to set up a budget, which is much more flexible.

Warner's tv procedure is to start with an idea, usually developed internally but sometimes suggested by the network program department, expose it to advertising agencies to see if it evokes any interest and if it does to go ahead and create a format and characters. If the network likes the format, it may ask the producer to prepare a script or even to make a pilot film.

As to financing, Mr. Orr said that "we put up the money and at a later date collect from the network, who, we presume, collects from the sponsor." In exchange for underwriting the cost of the pilot, ABC shares in the syndication and merchandising rights, he said. Obligation to pay for the pilot does not guarantee that the network will broadcast the series, he said, and if they don't by certain specified dates the rights revert to Warner.

Warner prefers to develop its own programs and its own stars, using permanent studio employes under long term contracts. "We've laid down a policy that we're not interested in outside packages and we've not formed a program partnership with any packager. We own all our shows," he said.

Warner Bros. is in constant touch with ABC about a new series right up to the final production of the pilot, Mr. Orr said, but he insisted that the creative control of the program belongs to the producer, subject only to the network's continuity acceptance department. Scripts also are sent to the sponsor's advertising agency and Mr. Orr said "we are mindful of the advertiser's desires, although we are

Never say a bad word about an Indian

THAT'S ONE OF MANY SPONSOR TABOOS TURNED UP IN FCC HEARING

How much control do advertisers exert over the contents of programs they sponsor?

Not very much, according to producers who testified last week at the FCC's program hearings in Los Angeles (see accompanying story).

Quite a lot, according to exhibits entered in the hearing. Ashbrook P. Bryant, chief of the FCC's network study staff, introduced four letters that sponsors sent to producers to guide them in the production of shows. Three of the letters were to Screen Gems from General Mills, Liggett & Myers and Miles Labs. The fourth was from Coco-Cola to Ozzie Nelson.

The General Mills letter was the longest—a 22-point statement to guide the production of *Tales of the Texas Rangers* which General Mills sponsored a few years ago. Among its points:

"In general, the moral code of the characters in our dramas will be more or less synonymous with the moral code of the American middle class, as it is commonly understood. . .

"Ministers, priests and similar representatives of positive social forces shall not be cast as villains. . . Men in uniform shall not be cast as heavy villians or portrayed as engaging in any criminal activity. . .

"We will treat mention of the Civil War carefully, mindful of the sensitiveness of the South on this subject. . . No written material may be used that might give offense to our Canadian neighbors for any uniquely national reason. . .

"There will be no material that may give offense either directly or by inference to any organized minority group, lodge or other organization, institutions, residents of any state or section of the country, or a commercial organization of any sort. This shall be taken to include political organizations, fraternal organizations, college and school groups, labor groups, industrial, business and professional organizations, religious orders, civic clubs, memorial and patriotic societies, philanthropic and reform societies (Anti-Tobacco League, for example), athletic organizations, women's groups, etc., which are in good standing. . .

"Special attention shall be given to any mention, however innocous, of the baking business, as well as any other group of customers of the company. . . For obvious reasons, it is essential that no sentiments be made on any of our shows which could be construed as being unfavorable to any special group of the company's customers or which would favor one type of customer over another.

"For example, no reference should be made to any difference in the prices charged by supermarkets as compared to independents. . .

"It must be borne in mind that General Mills has been a longtime sponsor, both on radio and television. References to western 'heroes' of other shows should therefore be handled in the best of taste and references to other cowboy stars such as Gene Autry, Hopalong Cassidy et al should not be used in General Mills programs.

"The above paragraph pertains also to the horses used by those personalities. References should not be made to other 'competitive' horses such as Trigger, Silver, et al. . . ."

Smokers' Guide ▪ Liggett & Myers, then sponsoring the *Ed Wynn Show* for Chesterfields, told Screen Gems how to handle smoking in its productions. The

not obligated to follow them."

Sponsor Suggestions ▪ Asked for examples of advertisers' suggestions, Mr. Orr said that a glass company sponsoring one program series asked that characters not be shown falling or walking through glass not knowing it was there or being hit by pieces of flying glass. When a cigarette company became a sponsor of *Maverick*, traditionally a cigar smoker, the new sponsor did not ask this to be changed, Mr. Orr reported, but it did ask that a new character being introduced into the series not be a cigar smoker. Warner complied with both requests, he said.

"Control of program content has never been a major problem for Warner," Mr. Orr stated. "As respectable long time motion picture producers, we took it on ourselves to make these decisions. No one ever told me what sort of subject matter advertisers might object to." Told by Mr. Bryant that some advertisers had issued lists of do's and don'ts for producers, he said he'd never seen one.

Warner Bros. watches the NAB code because it affects the acceptance of the company's programs, but there is no contact at all with individual stations, he said.

The parent company has an arrangement with Ford for a fleet of cars which are used by the tv division as well, he said, but he expressed no knowledge of the details. Asked about attempts to introduce trade names or items for the purpose of publicity or advertising into the tv programs, he said he had learned of this practice only a few months before and is completely opposed to it.

Screen Gems ▪ Screen Gems, with shows on all three tv networks, starts out with an idea which may come from "the fertile minds of our own producers" or from the agent of a writer or producer or sometimes from a writer directly, said William Dozier, vice president in charge of west coast activities for Screen Gems, a Columbia Pictures subsidiary.

If the idea seems good, a script is ordered and if the script is satisfactory, a pilot is produced, either alone or in cooperation with a network, he said. Then Screen Gems tries to sell the pilot, either alone or with a network, and if a sale is made the series is put into production.

Dan Raven is a co-production deal with NBC, he said, which means that the network finances the pilot, works with Screen Gems in the development of scripts, casting the continuing roles, etc., and shares in the profits all the way down the line, first run, second run, overseas sales and merchandising. The network's share is never more than 50%, often less.

Screen Gems financed the pilot of *Route 66* itself, Mr. Dozier reported, and sold the program to CBS, which "took a large sized gamble and ordered 26 shows at $125,000 apiece before they'd sold the series." The network's participation in the profits of this series is much less than 50% and covers only the network run and first syndication in the U.S.

Mr. Dozier said Screen Gems has been offered packages by William Morris and has "run them down," but this has not affected dealings with the agency for stories or talent. MCA made only one offer and "we didn't like it, so we didn't get far enough to learn whether it was for a package or not." But Donna Reed and Elaine Stritch, stars of two Screen Gems' series, are MCA clients, and Shirley Jones, also starred by Screen Gems, is a William Morris client, so "our position as a packager hasn't stopped us from getting talent," he stated, adding that the fees for the MCA actresses are

"portrayal of pipe or cigar smoking or chewing" was prohibited, and "shots of messy ashtrays crammed with cigarette butts" were to be avoided. "Use king-size Chesterfields *only*. Take Cellophane off pack."

Cigarette smoking was to be included in the programs. "While we do not want to create an impression of one continual smoke filled room, from time to time in the shows we feel 'natural' smoking action is a requisite by the cast. . . Do not use cigarette cases or boxes. . . The Chesterfield package [should be shown] in 'natural' use taken from side pocket or purse or the normal place where pack is carried. . .

"There are many incidental ways the show can help . . . background shot of cigarette machine in restaurant, train or bus station . . . poster or display piece in drug store . . . the end of a carton sticking out of a shopping bag. . .

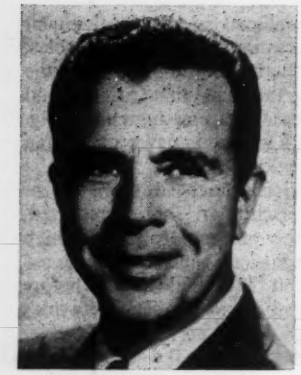
"Smoking age . . . is a problem of 'looks' rather than actual age . . . . An actual age limit cannot be fixed; we don't want public criticism in encouraging the too young or 'too young looking' to smoke. On the other hand, the high school and college market is extremely important to Liggett & Myers as future long time customers."

Prescriptions ▪ The Miles Labs instructions to Screen Gems were short: "There should be no reference to headaches, upset stomach or the taking of remedies to relieve same . . . no statement or situation in conflict with One-A-Day Multiple Vitamins . . . no taking of bromides or sedatives for which Nervine might be used . . . no use of disinfectants for wounds or abrasions—such as mercurochrome, iodine—which might be in conflict with Bactine . . . no representation of doctors, dentists, druggists (or drugs or remedies) in a derogatory manner or in situations embarrassing to them as a group."

Pause that Refreshes ▪ The Coca Cola letter to Ozzie Nelson was also short and confined to a "few helpful hints" on the presentation of the product in the program. Mr. Nelson said he asked for it when Coca Cola became a co-sponsor of *The Adventures of the Nelson Family*.

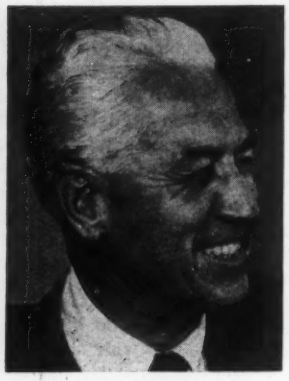
Among other "helpful hints" were these: Children under 13 ought not to be shown drinking Coca Cola. The product should be served like beer, with bottle and glass tilted rim to rim and "ice should always be in the glass." Half-consumed bottles of Coke should not be left sitting around. "We do not have to see them finish drinking, but we would like to have it appear as if they did so."

Indians got a special break when Screen Gems was producing "Tales of the Texas Rangers" for General Mills. Among the many instructions the advertiser gave the producer was this: ". . . any material dealing with Indians should be scrutinized carefully to insure its presentation of the Indians themselves, their life, customs and costumes in a true light. . . . Any scripts dealing with Indians . . . must present them in an impartial light . . ."



Dick Powell

Ozzie Nelson



George Shupert

Don Fedderson

WHO CONTROLS WHAT IN TV FILM continued

the same as those paid by Revue, the production firm owned by MCA.

Advertiser Control ▪ Screen Gems retains artistic control of its programs, but its contracts with advertisers give them control over "policy and taste," Mr. Dozier said. (For some lists of cautions received by Screen Gems from advertisers, see story page 30.)

Pilot films for a half-hour series will cost $65,000 to $100,000, he testified, and for an hour program from $100,000 to twice that amount. Other segments of a half-hour series will run $45,000-$50,000 each and for hour shows, $85,000-$115,000. Asked if it is true that a producer fails to get his costs back from the sale of the first run of a series, he said not at Screen Gems, which usually does recover costs.

Columbia Pictures has trade deals with Ford for a fleet of cars, which are used by Screen Gems as well, and with various manufacturers for refrigerators, radio and tv sets, office machines, boxes of Kleenex, dummy boxes of cigars, dummy cakes of soap, furniture and other items, which, unlike the autos, are used only on sets and returned when the scene is filmed.

Screen Gems has a definite policy against surreptitious plugs, he stated, and eliminates them from scripts, from dailies (unedited film screened as soon as developed) and, if necessary, will reshoot a scene.

Even more stringent measures are taken to keep excessive crime and violence out of Screen Gems' films, Mr. Dozier declared. One man is employed as a watch dog and reads every script. The company has no relations at all with individual stations, he said.

20th Century-Fox ▪ Peter B. Levathes, president of 20th Century-Fox Television and vice president of the parent 20th Century-Fox Film Co., first witness on Tuesday, was making his second appearance before the hearing examiner. He first appeared more than a year ago when he was an executive at Young & Rubicam. At that time he told of the difficulties of getting prime network time for Y & R clients' programs. Last week, as a producer, he testified that selling a pilot to a network is no guarantee that it will get on the air.

He stated that the best way to get a program on the networks is to make it a good program. Two pilots made by his company last year and sold to networks didn't get on the air, he reported. A network wants a good show as much as a sponsor does, he said, and to put on one that doesn't measure up is to endanger the audience for following periods as well as at that time. "I can't imagine a network putting on a poor program just because it has an interest in it," he declared.

In creating a program, 20th Century-Fox Television starts with an idea that may originate within the organization or come from a writer or producer engaged to develop one, or perhaps the company will buy a package with several of the essential program elements. In any case, a treatment is prepared, a detailed description of plot, characters, kind of action, etc. This is usually taken to a network to see if there is any interest in it, he said, although sometimes his company makes a pilot itself to show what it has in mind and sometimes the sale is to an advertiser rather than to a network.

Audience Challenge ▪ The real difference between tv and theatrical films, he commented, is in the kind of audience. A theatre audience is a multitude of people gathered together under almost compulsory viewing conditions. A home audience is 2.6 persons subject to all sorts of distractions that present artistic and technical problems to the producer.

Before he joined 20th Century-Fox Television, Mr. Levathes said, William Morris handled all its sales activities, getting 10% of gross receipts under a two-year contract (May 15, 1958, to same date of this year), except for national network. The agreement was not renewed.

William Morris also was to furnish the company with packages for 20th Century-Fox to produce and William Morris to sell, Mr. Levathes said. He assumed that the writers, directors, producers and actors in the packages would include people represented by the Morris organization, although Gardner McKay, star of *Adventures in Paradise,* which Morris brought to Fox Tv, is not a Morris client.

An advertiser is sure to be concerned about program content as this is the atmosphere in which the commercials take place, Mr. Levathes noted. He gets scripts of the programs and can suggest changes. If they concern taste and policy, "we're bound to make the changes." If it's a matter of program creativity, "we'd consider his suggestions but we'd have the final say." There are no agency representatives on the 20th Century-Fox Television sets nor has there been any attempt to get them there, he reported.

As to trade deals, he said the parent company has them, including one with Chrysler for a fleet of 50-60 cars which the television company can draw on if it wishes. The motion picture company has other trade deals, but "in television we avoid them and mask trademarks as we never know who the sponsor of the program is going to be."

MGM Experiences ▪ MGM has financed its own pilots and sold them to advertisers or networks and has sold program ideas to networks and sponsors who put up the money to make the pilots, said George Shupert, vice president in charge of television for MGM. Advertiser financing is not too common, he said, but occasionally a property is especially appropriate for a certain company, so by being selective in offering

KRON is TV in SF

San Franciscans are sold on KRON-TV

FOR 2½ YEARS
KRON-TV
HAS BEEN NUMBER ONE
IN THE BAY AREA*
*ARB, JAN. '58-'60

·S.F. CHRONICLE · NBC AFFILIATE · CHANNEL 4 · PETERS, GRIFFIN, WOODWARD ·

SEAL OF GOOD PRACTICE

Serving the $5-Billion
Government Employee Market

WQMR offers
LISTENERS

exclusive.
Voice of Government
Reports . . .
Musical Clusters in
Concert Hall Sound . . .
News, Traffic, Weather

WQMR offers
ADVERTISERS

the proven attention of
ONE MILLION
IMPORTANT
LISTENERS
spending $5-billion
annually, plus
FREE POP
MERCHANDISING
in ACME
Supermarkets, fastest
growing chain of
supermarkets in the
capitol area.

WQMR DIAL 1050

Serving the Largest Specialized Group of Listeners in Any City.

Contact
General Manager Ed Winton
Wisconsin Building
Washington 16, D. C.
WHitehall 6-1050

OR YOUR HEADLEY-REED REPRESENTATIVE

THE CONNIE B. GAY
BROADCASTING COMPANY

WHO CONTROLS WHAT IN TV FILM continued

the right program to the right advertiser a deal can be made.

Rexall, through BBDO, financed the pilot of *National Velvet*, "which was was just what they wanted—a family show with no violence, suitable for airing between 7:30 and 8:30 p.m. and with a good chance of being successful enough to continue for a long time, so they could merchandise it." Rexall, however, could sponsor the program only every other week, so it turned its rights over to NBC, which agreed to sell the other half sponsorship and in exchange got a limited property participation.

Artistic control of all programs remains with MGM, Mr. Shupert said, subject to advertiser authority over matters affecting commercial policy, such as a cigarette company not wanting one of its programs to show a fire started by a cigarette carelessly thrown into the brush. To his knowledge, MGM has never received any written do's and don'ts from a sponsor.

MGM has directors, writers and producers under contract, he said. Actors are usually hired on a per-program basis. The company buys no programs from packagers and has no selling arrangements with any outside firm.

MGM has a trade deal with Chrysler, he said, and the tv division also has its own "small deal" with General Motors, for five or six autos. He knows of surreptitious product plugs through hearsay only, he stated, adding that scripts and dailies are carefully watched to prevent this sort of thing.

Mr. Shupert said MGM is an associate member of NAB and a subscriber to the Television Code and "we have never had a program rejected by the continuity department of any network."

Loretta Young, president of Toreto Films and whose *Loretta Young Show* is starting its eighth year on NBC-TV, said she got interested in tv early and wanted to be a part of it as an actress. She went to her agent, William Morris, but they didn't come up with any tv offers for her, so after two years she and her husband, Tom Lewis, developed a program idea and took it to the Morris organization which took it to NBC which financed the pilot. NBC participates in the show's profits and handles syndication and she is now employed by the network as executive producer of the program, with full creative control.

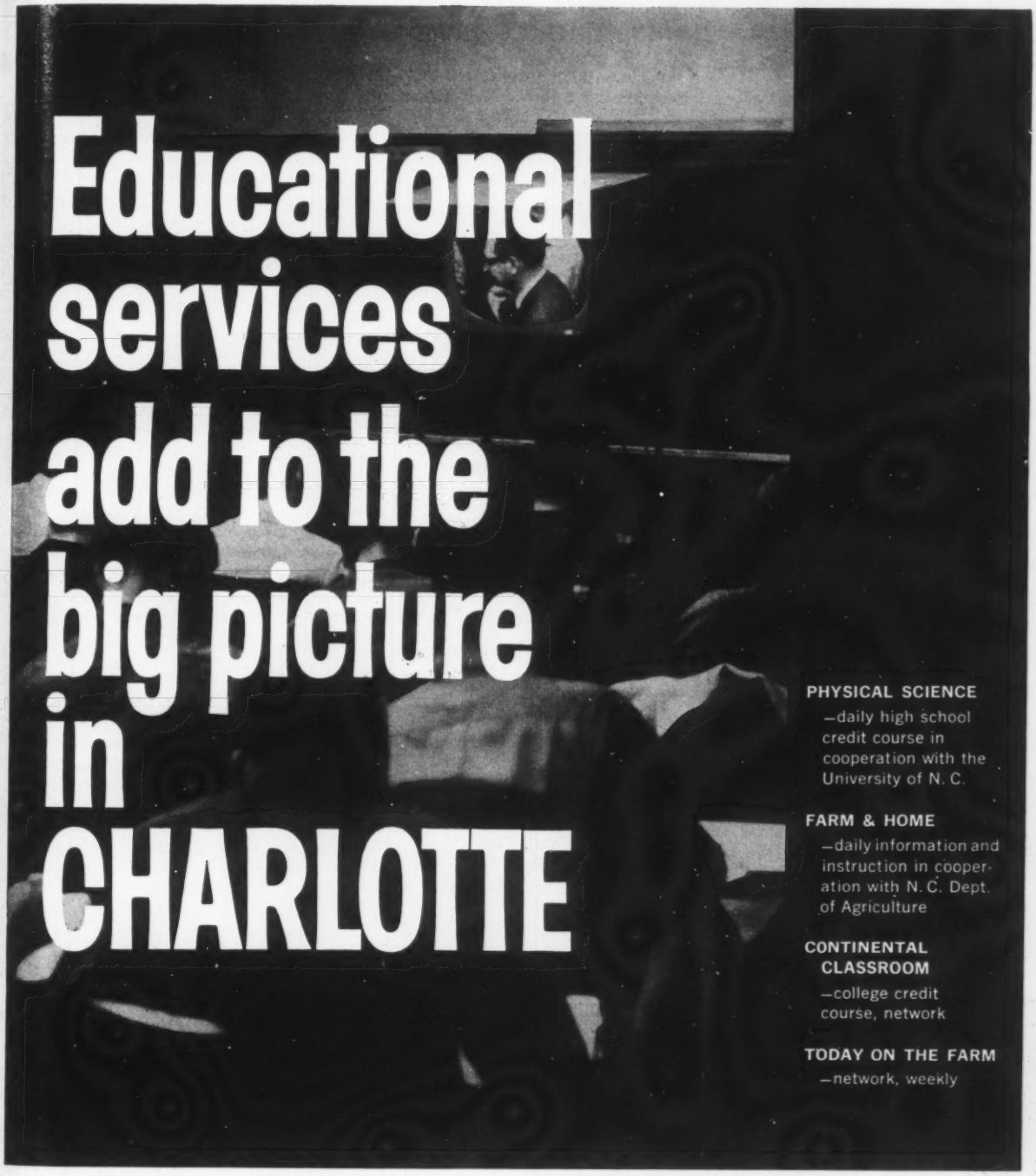
'Too Catholic' ▪ Miss Young said that she thinks that under her contract she has to submit scripts to the sponsor or his agency in advance, but that in eight years on the air she has had only two scripts questioned. However, her sponsor, Procter & Gamble, told her they had received a lot of mail suggesting she was too much of a Catholic on the air and asked her to stay away from certain subjects. She refused. Meanwhile, they wanted to change the program's time from Sunday to Wednesday. She refused and won the argument and NBC took over the contract and she's still on at the old time but with a new sponsor. However, when the daytime program started, P & G bought into it right away, she stated, although it was the same program content they'd objected to before.

Four Star Television generally finances its own pilots, then sells the series to either a network or a sponsor, president Dick Powell testified Wednesday morning. For example, he said that CBS has a 50% interest in all profits on *Wanted, Dead or Alive*, which it got by a firm order for 26 films and agreeing to get a sponsor. "It was a good business deal for us," Mr. Powell said, "as the pilot was a segment of another series, so it didn't cost us anything." He said he did not think that the deal had anything to do with getting time for the series on CBS-TV. *Zane Gray Theatre, Black Saddle, David Niven Show, June Allyson Show, Law and Mr. Jones* and *Peter Loves Mary* were financed by Four Star and sold directly to their sponsors, with no network interest, yet they all got good network time too.

Facts of Life ▪ Asked why, in some of its deals with networks, Four Star was willing to "trade away" valuable syndication rights, Mr. Powell said that in one case, Four Star's selling agent, William Morris, had been unable to sell the program to sponsors or to other networks, so he was more than willing to give up these rights in exchange for a firm order for 26 programs.

Morris has been the Four Star sales agency for four years, in which the producing company has grown from no shows on the networks to 12 at present and a 13th in preparation, Mr. Powell testified. In some cases the Morris agency has provided Four Star with stars or other package elements, but its principal service is to sell Four Star shows, he stated.

Asked if the use of the Morris agency as its sales arm had kept Four Star from getting talent from MCA, Mr. Powell said no, that Four Star gets a lot of talent from MCA. Under Mr. Bryant's questioning, however, he admitted that he'd had difficulty getting Joan Crawford to do a show she'd promised and that the producer had told him that he'd been told that Revue was going to

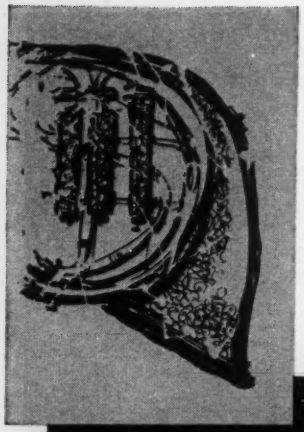

Educational services add to the big picture in CHARLOTTE
PHYSICAL SCIENCE
—daily high school credit course in cooperation with the University of N. C.
FARM & HOME
—daily information and instruction in cooperation with N. C. Dept. of Agriculture
CONTINENTAL CLASSROOM
—college credit course, network
TODAY ON THE FARM
—network, weekly

They'll tell you about it in Carolina classrooms, in farm homes of the fertile Piedmont. WSOC-TV's worthy and practical public service features are another facet of the program structure that changed viewing habits in America's 25th largest tv market. Viewers get more, advertisers get more on Charlotte's WSOC-TV—a great area station of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton



truly Fine Music for san francisco

10,000 Watts
FULL TIME

KQBY
Radio AND FM

National Representatives: PETERS, GRIFFIN, WOODWARD, INC.

GORDON BROADCASTING COMPANY

America's First Family of Fine Music Stations

KQBY San Francisco ★ KSDO San Diego ★ KBUZ Phoenix

WHO CONTROLS WHAT IN TV FILM continued

use her and therefore Four Star couldn't have her. The matter was straightened out by a personal Powell-to-Crawford arrangement, Mr. Powell said, and Miss Crawford was doing the show that day.

Violence Denied ▪ Mr. Powell denied that most of his programs involved crime and violence or that any of them contain excessive violence, stating that scripts and dailies are watched carefully to prevent it.

Another entertainer turned producer, Ozzie Nelson, president of Stage Five Productions, said his firm has a contract to produce *The Nelson Family* for ABC-TV which finances the show completely. If the show is syndicated, ABC will get 40% of the selling price and the Nelsons (Ozzie and Harriet and their two sons, with each of whom ABC has a talent contract) 60%. MCA, which negotiated all the contracts, gets 10% of the sales price of the program for "going into the marketplace and selling the show to sponsors," Mr. Nelson stated, adding, "we don't pay the commission to MCA; ABC does."

Stating that he has the right to make the final decision on all artistic elements of the program, Mr. Nelson declared that in his opinion, all the talk about sponsor domination is grossly exaggerated. "I've never once had an agency or sponsor make an unreasonable demand," he said. "We are now sponsored by Eastman and Coca Cola and it would be downright rude of us on the show to walk into a malt shop and order a Pepsi-Cola."

Mr. Nelson said that tv has done an excellent job of policing itself and he urged that there be as little government interference as possible. "I'm afraid of the socialistic tendencies in government," he stated. He also pointed out that with television competitive to movies, magazines and newspapers, "there's too much said about what's bad about tv and not enough about what's good. Television has a built-in control. If people stop watching, the advertiser stops sponsoring and the program goes off the air. We entertainers live by the realistic standard of public viewing, not by what some group thinks the public wants to see."

Frank Cooper of Frank Cooper Assoc., who described his talent agency as representing "authors, actors, producers, directors and composers for all branches of entertainment," said that his chief competitors are William Morris, MCA and Famous Artists, "although they won't like my saying so."

Frank and Dinah Did ▪ Questioned about reports that when talent becomes well known it tends to leave smaller agencies and go to MCA or William Morris, he said that Frank Sinatra and Dinah Shore had done just that. His own agency, he said, had been trying to sell *The Real McCoys* for the producer, Irving Pincus, and had created an interest in the show but felt it needed Walter Brennan, under William Morris management, as the leading player. Mr. Pincus talked to the Morris people, then told Mr. Cooper that he could get Mr. Brennan, but only if the Morris agency became agent for the program as well as the lead. It did.

Testifying Thursday were three officials of the Screen Actors Guild: George Chandler, president; John L. Dales, national executive secretary, and Chester Migden, assistant secretary. Also testifying were three producers: Don Sharpe and Don Fedderson, each head of his own production company, and James A. Schulke, vice president of Paramount Television Productions, a subsidiary of Paramount Pictures.

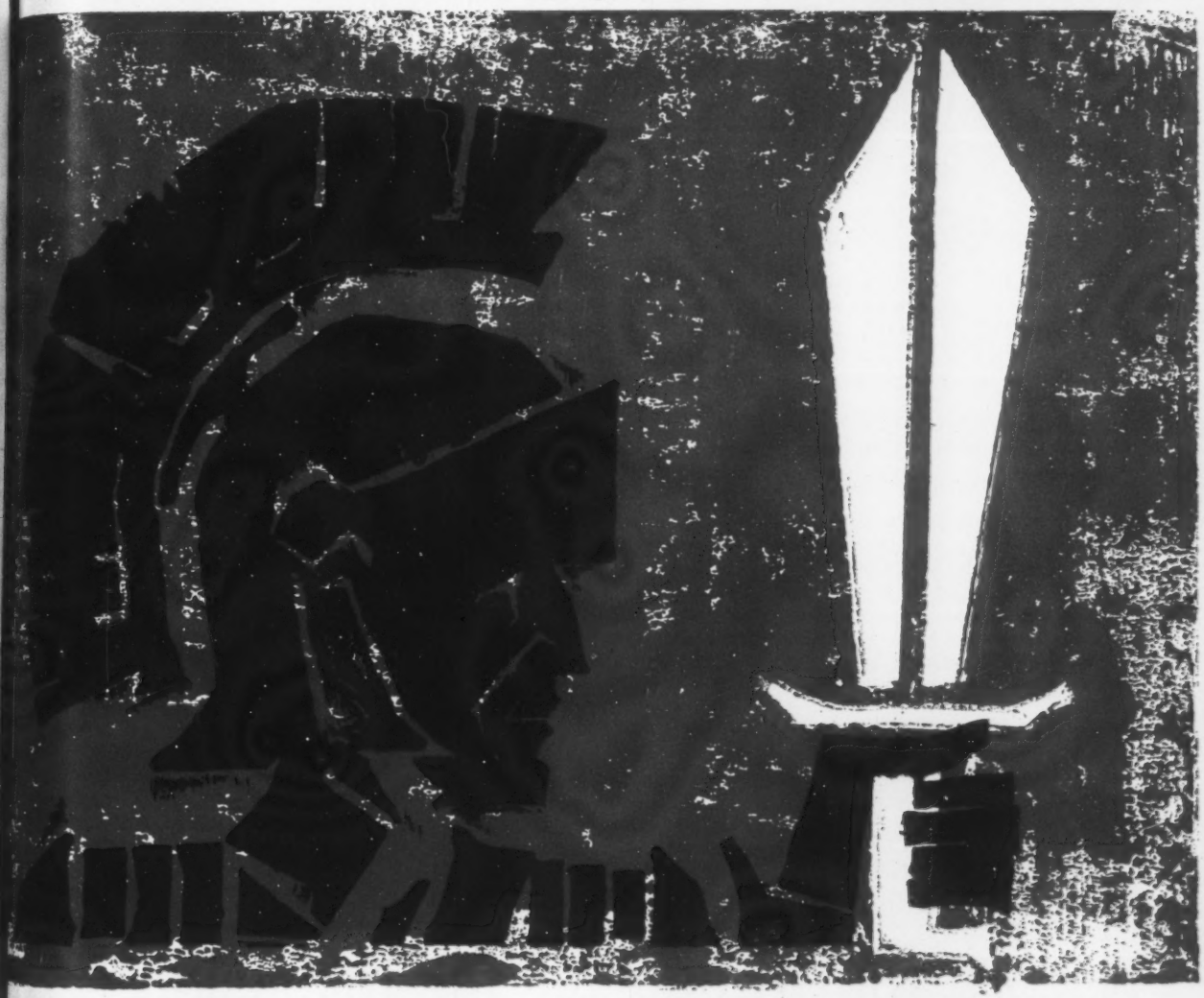
The SAG executives presented a count of the union's members represented by four talents agencies, as requested by Mr. Bryant. The count showed that William Morris represents 635 SAG members, MCA 544, General Amusements Corp. 388 and Jack Pomeroy 157. Questioning brought the admission that the Morris, MCA and GAC clients include a "substantial number" of top stars, but Mr. Dales stressed that many top stars are represented by other agencies and that actor-agent relationship is a fluid thing. "Actors change agents like women change hats," he said.

Reviewing the history of SAG franchises with agents, the guild executives reported a provision that an agent cannot also be a producer. From time to time SAG permits exceptions for specific programs, they said, but Revue Productions, owned by MCA, is the only blanket waiver the guild has issued.

The Independents ▪ Messrs. Sharpe and Fedderson described the operations of independent tv program producers. Both said they have no creative control problems with sponsors or networks. Neither Mr. Sharpe, who puts together, sells and finances his own program packages, nor Mr. Fedderson, who employs MCA as a selling agent, admitted to any difficulty in obtaining talent because of their packager status.

Mr. Schulke gave a detailed description of PTP's production of programs on video tape. "Tape gives more quality for less money than film," he said. "We're able to get studio quality on location with tape."

I CAME, I SAW



I CONQUERED

From Egypt, Caesar went to Syria and Pontus, and in quick order, routed Pharnaces II, sending back his now famous message. Balaban Stations haven't taken to wearing the victor's laurel wreath around their brows, but it's a fact Balaban advertisers are conquering their markets. Balaban directs their messages, like Caesar's, straight to the point . . . the selling point. Balaban programming, stimulating personalities and get-up-and-go appeal gets listeners and keeps listeners – keeps 'em listening and keeps 'em buying! Let the Balaban Stations carry your message, straight to the buyer. Balaban Stations – couriers par excellence!

THE BALABAN STATIONS in tempo with the times • **John F. Box, Jr., Managing Director**

WIL-ST. LOUIS **WRIT-MILWAUKEE** / **KBOX-DALLAS**

Sold Nationally by Robert E. Eastman & Co., Inc.

Sold Nationally by the Katz Agency

NEW THREAT TO SPOT TELEVISION?

■ Regional magazine inserts increase 100% in a year period

■ New medium divides tv salesmen over impact it will have

The shadow of a new and potentially powerful competitor was cast over spot television last week, causing uneasiness among some of television's leading salesmen.

The shadow was that of a relatively new medium—regional inserts in national magazines—which according to authorities has zoomed in billings from $48 million in 1959 to an estimated $100 million this year.

Among television sales authorities opinion was divided over the seriousness of the threat, how much money the regionals have taken from television already and how much they're apt to take. TvB, taking a calmer approach than some station representatives, noted that it had called attention to the potential competition of regional or split-run editions, or "fragmentation," almost a year ago and had also pointed up some of this "medium's" inherent drawbacks at that time.

Study Under Way ▪ But in response to the latest hubbub, TvB President Norman E. Cash asserted, the bureau has asked tv salesmen to report any instances of tv advertisers said to be swinging television money into regional editions, so that TvB can follow up and, by direct contact, determine exactly what inroads the sectionals have made.

Mr. Cash said it is not possible yet to provide documentation that will show whether the regionals are attracting new money, siphoning money from television, or taking it from other media—or to show the degree in which any of these possibilities, or a combination of them, may be responsible for the growth of regional editions.

He said with one exception he knew of no specific case where television money had been switched to regional inserts.

That "one exception" contributed to the uneasiness evidenced by a number of station representatives last week: the Tea Council of the USA announced on Oct. 11 that its November-to-March hot-tea campaign would shift emphasis from spot television to print. The council's $1.4 million budget, up from $1.2 million last year, will go into black-and-white pages in regional editions of *Look*, *Life* and *Saturday Evening Post*, the announcement said.

Robert B. Smallwood, council chairman, said after a meeting in Hollywood, Fla., where the new strategy was decided upon, that these regional editions, covering 18 major markets, would enable the council "to cover in depth the same markets which were covered by last year's spot tv compaign." Thirteen pages are scheduled in *Life* and the *Post* and 10 in *Look*. These will be supplemented by pages in the *New Yorker* and in the Sunday Rotogravure sections of three newspapers. Council spokesman said the campaign "will be supported by an aggressive merchandising and public relations drive." Leo Burnett Co., Chicago, is agency for the council.

Threats to Spot ▪ There were other indications that spot television was suffering, though not necessarily to the benefit of regionals in all cases.

On the West Coast, for example, where regional editions flourish most extensively, an official of the Honig-Cooper & Harrington agency told BROADCASTING that C & H Sugar, a regional advertiser, had switched from television to print because television "got so expensive that we didn't feel we could justify recommending it to the client." C & H reportedly was putting $600,000 into television, but increased its total budget to about $1 million—of which about $250,000 is in radio—with the transfer of primary emphasis to print almost a year ago. The agency executive said regional editions

Continued on page 40

Record fourth quarter for television?

10% INCREASE PREDICTED OVER LAST YEAR'S RECORD FIGURES

A record fourth quarter tv gross billing is expected this year. According to estimates now current, network and spot volume will total more than $375.4 million, or $34 million ahead of October-December last year.

Those three months in 1959 generally are regarded by tv time salesmen as having registered more spot business than any other fourth quarter. Most time sales executives and many of their customers at the agencies concede a high volume quarter now underway. But there's a cautious note voiced by a minority—an inference that the economy is getting sticky and a feeling (based on first-hand knowledge of the situation in many instances) that some stations are failing to get as much business as they might expect in prosperous tv times.

The biggest billing boost this quarter comes from network advertisers who will be responsible for an expected 10% hike over last quarter '60 (from $176 million to about $193.5 million). It's anticipated that spot will bring in $181.8 million, also a near 10% increase.

[Editor's note: Spot's $181.8 million is estimated on the same basis as the reports which prevailed before issuance of the second quarter spot report. The latter report reflected a new TvB policy wherein N. C. Rorabaugh Co. revised its method of estimating spot. In earlier reports, average spot rates were based on dividing the broadcast day into daytime, nighttime and late night. This was changed to daytime, early evening, prime nighttime and late night. The revision thus reflected "early evening average rates," and subsequently a general reduction in the overall dollar estimate.]

$60 Million Ahead ▪ On the basis of TvB's estimates this year, the first six months' gross billing alone showed tv nationally to be at least $60 million ahead of last year (BROADCASTING, Oct. 3).

Trouble points in the tv business are in the spot area. Station representatives are chagrined at what they call "increased netwok sale this fall of participations in shows" on a basis they say is comparable to spot selling. Assert the reps: "This is business that normal

Continued on page 44

part of the profile of a great radio station . . .

MORE WFBR LISTENERS OWN ONE OR MORE CARS

In the WFBR audience, there are proportionately 12% more car owners and 82% more two car families than in the total sample, which includes listeners to all Baltimore stations.*

When you advertise on WFBR, you reach the people who have the spendable income and who spend it.

* In a recent Qualitative Survey in the metropolitan Baltimore area, The Pulse, Incorporated, matched certain socio-economic factors with radio station listening habits.

WFBR

BALTIMORE, MARYLAND

Represented by John Blair and Company

LONG ISLAND IS A MAJOR MARKET!

WHLI

THE VOICE OF LONG ISLAND

THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)

MORE RETAIL SALES ARE RUNG UP ON LONG ISLAND THAN IN CLEVELAND, CHARLOTTE AND CHATTANOOGA... PUT TOGETHER!

$2,718,971,000
(Sales Mgt.)

WHLI

Dominates the Major Long Island Market (Nassau) ... Delivers MORE Daytime Audience than any other Network or Independent Station! (Pulse)

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of long island
Represented by Gill-Perna

NEW THREAT TO SPOT TV continued

were being considered and might be used in 1962 but probably would not be in 1961.

He did not challenge television's effectiveness as an advertising medium. "I like it," he said. "It has more impact." But he expressed gave concern over its cost—especially rising talent costs—in relation to the ability of regional advertisers to pay.

The Honig-Cooper executive and officials at other agencies stressed the "prestige value" of regional magazine advertising.

"Say a client can't afford to buy the national edition of *Life*," one official explained. "He can buy a four-color page in a regional edition, one time; then he has it reprinted and merchandises it to all his dealers, distributors and the public—'as advertised in *Life*.'"

Oil companies, local breweries, banks, insurance companies and travel agencies were said to be starting to make wide use of the new concept, which enables many of them to become "magazine advertisers" for the first time.

Reps Worried ▪ Several station representatives expressed concern over split-run's potential effect. They said that spot business on many major West Coast stations has dropped in the past few months to levels below last year's marks for the same period. Some authorities estimated the West Coast drop-off at as much as "about 20%" for recent months, whereas they said business on stations in the East is up, in some cases dramatically. The first step, they said, is to find out why West Coast business is off, and to what extent, if any, the decline is a result of the growth of regionals.

Other reps, in contrast, reported no noticeable dips and said they had seen no cause for concern.

Last week's sudden interest in the effects of regional editions apparently was touched off by publication of the September-October issue of *BARometer*, a house newsletter put out by Broadcast Advertisers Reports, tv and radio monitoring firm. The newsletter devoted three of its four pages to an article headlined:

"Regional Magazines Grabbing Spot Tv Dollars."

Billings Going Up ▪ The article cited Leading National Advertisers, an advertising reporting firm with which BAR is associated in preparing network television billing figures for TvB, as source of its information on the growth of regional inserts.

Last year, BAR said, LNA reported more than 3,000 brand campaigns totaling $48 million in regional and split-run advertising in 45 magazines. "Judging from activity to date," the article continued, "1960 total billing for regional advertising in magazines should go well over 100 million." It speculated that "A percentage of this growth" is probably being culled from current or prospective spot tv budgets.

The *BARometer* said regional magazine advertising in 1959 started slowly, with *Life*, *Look* and *Post* accepting some split runs. Several other magazines followed suit and "by the end of the year 45 major magazines were accepting split run."

The article continued: "The initial dollars to fuel this new exposure tool were probably new money, but our contact with stations indicates that at least some of its present momentum is coming from spot budgets. This fact has been particularly noticeable on the West Coast . . ."

For Instance ▪ BAR cited three examples:

(1) Bank of America had 55 tv spots a week in Los Angeles and 36 a week in San Francisco during the first quarter of 1959, but by the fourth quarter was placing no spots in these markets but had boosted regional magazine spending to $63,930, and in the first quarter this year was still out of television but spending more than ever in regional magazines.

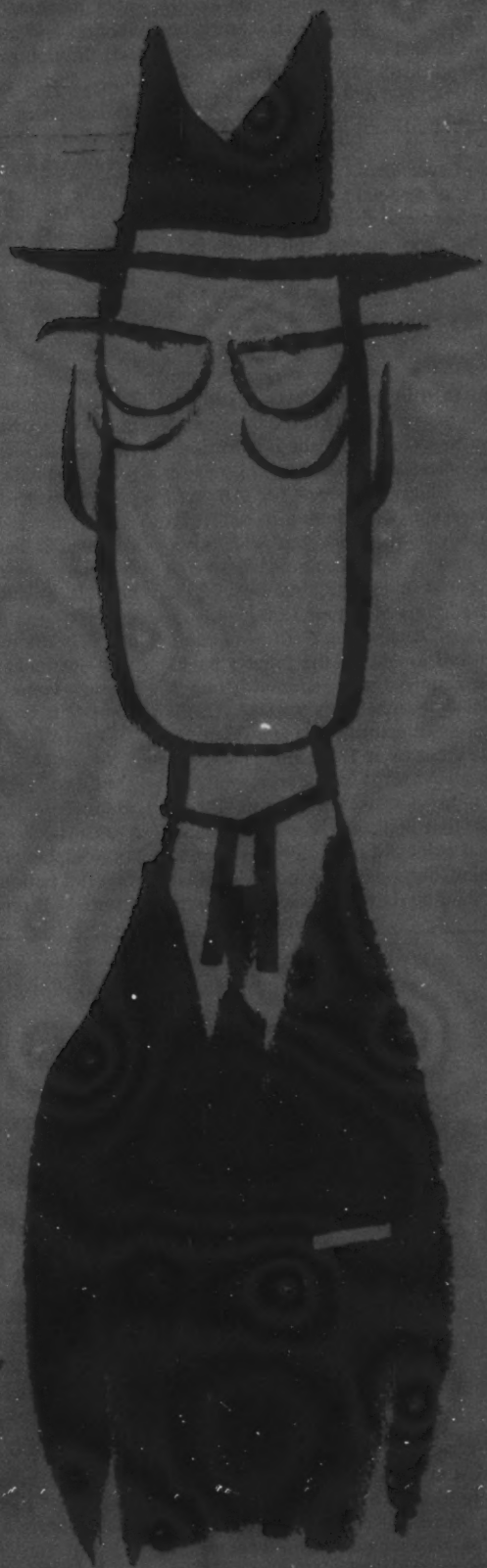
(2) Scott Paper cut its television in

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Oct. 6-12 as rated by the multicity Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Oct. 6	**The Real McCoys** (8:30 p.m.)	ABC-TV	23.7
Fri., Oct. 7	**Twilight Zone** (10 p.m.)	CBS-TV	22.6
Sat., Oct. 8	**Gunsmoke** (10 p.m.)	CBS-TV	30.0
Sun., Oct. 9	**Jackie Gleason** (9 p.m.)	CBS-TV	30.0
Mon., Oct. 10	**Danny Thomas** (9 p.m.)	CBS-TV	20.8
Tue., Oct. 11	**Red Skelton** (9:30 p.m.)	CBS-TV	22.2
Wed., Oct. 12	**Circle Theater** (10 p.m.)	CBS-TV	25.1

Copyright 1960 American Research Bureau



CAPITAL TYPES #5

REFORMER

Making a career of a misnomer. For motherhood—in a non-clinical way. Against sin—and other popular institutions. People hang (literally) on his every word. He hangs (figuratively) on every word over WTOP Radio, the *important* station for reaching the 20-County Greater Washington area.

WTOP RADIO

Washington, D. C.
Represented by CBS Radio Spot Sales

Operated by
THE WASHINGTON POST BROADCAST DIVISION:

WTOP RADIO Washington, D. C.
WTOP-TV Channel 9, Washington, D. C.
WJXT Channel 4, Jacksonville, Florida

Los Angeles, San Francisco and Seattle from 89 spots a week to 20 a week between the first and fourth quarters but had billed $168,983 in regional magazines by the end of 1959 and was billing faster than ever in the first quarter this year.

(3) Lever Bros.' All detergent was running one spot in San Francisco and one in Seattle in the first quarter of this year but was buying full pages in a regional magazine, while Lever's Wishbone dressing was spending $4,000 in regionals at the same time but was not on television at all.

Rebuttal ▪ Spot television salesmen tended to dismiss the Lever Wishbone dressing example as not involving enough money to have significant implications.

An official of Needham, Louis & Brorby, Chicago, agency for All, said the detergent is continuing in television (primarily in network but with some spot) and is advertising in *Sunset*, a West Coast magazine, but not in regional editions of national magazines.

Bank of America, a California chain recognized as one of the biggest banks in the country, was reported—though unofficially—to have shown signs that it is thinking of returning to television.

An executive at J. Walter Thompson Co., agency for Scott Paper, was reluctant to discuss the client's media strategy but indicated the purchase of regional print did not imply a threat to television but related to considerations other than straight advertising, presumably meaning such factors as the promotion and merchandising of magazine ads through reprints, etc.

Magazine Study ▪ TvB's earlier examination of sectional inserts was in a massive study, "The Changing Face of Magazines," published in December 1959. As one of the magazine medium's moves to capture advertising revenues, the presentation noted, "regional editions of nationally circulated magazines have been offered with the ostensible purpose being to make their coverage coincide with regionally distributed products, or national products with a need for extra regional support."

TvB concluded that "The idea unquestionably has some merit," but raised two questions: "First, do the regions really coincide with anyone's marketing patterns? And what does it cost?"

The answer to the first question, TvB said, varies according to the degree of flexibility any magazine is able to offer, but "It is difficult to imagine that a several-state magazine edition would fit precisely the requirements of any advertiser—national or regional. Where circulation becomes a major consideration." desired advertising support, waste circulation coverage does not correspond to

To answer the cost question, TvB compared regional circulations of a number of magazines with their respective costs to advertisers. "There is a considerable premium to be paid for less than full national circulation," the study asserted. It reported that the circulation of the western edition of *Life*, for example, amounts to 17.5% of *Life's* total circulation, whereas its cost to advertisers is 21% of the cost of buying *Life's* total circulation. For *Look* the western circulation was put at 13.9% of the total, its cost at 18.1%.

Other major magazines publishing West Coast regional editions include *Time, Reader's Digest, Better Homes & Gardens, McCalls, Everywoman's, Family Circle, Woman's Day, Parents, American Legion, Argosy, Sports Illustrated, True, Newsweek, Esquire* and *Farm Journal*.

You get a lot to like in a Marlboro

A 40-ft. cigarette is on its way to a production date at Griffith Stadium, Washington, D. C., for Marlboros. The giant prop, engineered to glow and smoke at the tip, is on the gridiron set of a series of commercials on National Professional Football League games over CBS-TV. The Griffith Stadium spots, tentatively set to debut Sunday (Oct. 23) star the Washington Redskins' marching band in commercial formations. Agency: Leo Burnett, Chicago.

Agency appointments...

■ Gold Seal Vineyards Inc., N.Y., has appointed Kastor Hilton Chesley Clifford & Atherton Inc. A $200,000 budget has been set for the coming year to advertise Gold Seal's wines and champagnes in radio, tv and newspapers.

■ The Wholesale Plumbing Institute of Southern California, L.A., appoints Coleman-Parr Inc., that city, to direct its advertising and public relations program. The institute is a new advertiser and Coleman-Parr is its first agency. Charles Parr, C-P president, announced that a radio schedule will initiate its campaign. No budget figure was announced.

■ The Skod Co., Oslo, Norway, and Greenwich, Conn., importers of Swedish steel cutting tools and "Sea-Born" Norwegian organic minerals for feed supplements and fertilizers, names Allston, Smith & Somple Inc., Greenwich. Media plans for the balance of 1960 include radio in selected markets.

■ Cunningham & Walsh announces it has resigned the national advertising account of Sears, Roebuck & Co., which it has handled since 1956. Account bills less than $1 million compared with nearly $70 million at local dealer level.

■ Electric Autolite Co., Toledo, Ohio, appoints BBDO, Detroit, to handle national, Canadian and export advertising for its spark plug, battery and other electrical equipment products. Account formerly was handled by Grand Adv. Inc.

▪ The Regina Corp., Rahway, N. J., manufacturer of household cleaning appliances, appoints Hicks & Greist, N. Y., effective Nov. 1. Marshall Murphy will be account executive.

▪ American MARC Inc., Redondo Beach, Calif., appoints Cunningham & Walsh, Los Angeles, to direct advertising, promotion and marketing activities for pleasure boats, diesel engines and electro-dynamic components divisions.

HOW MANY FIRSTS MAKE A TREND?

Since July 27, the Nielsen 50-Market TV Reports have been issued for ten consecutive weeks. Two of the ten weeks were political convention weeks. The remaining eight times ABC-TV took first place.* In both ratings *and* share of audience. This is more than a trend—it's an established fact that where viewers have a choice of three networks they choose ABC-TV first. And to keep it that way, we are now offering the season's most exciting line-up of new shows, both entertainment and public service. Controversial shows like the Bell & Howell series of specials. Important shows like the Churchill Memoirs. Fast-paced shows like Hong Kong, The Roaring 20's, SurfSide 6, The Islanders. Top sports coverage like NCAA and American League Football, Fight of the Week. All of which makes ABC-TV the network to watch...as millions of viewers know.

*Source: Nielsen 50-Market Report covering 10-week period. July 27—Sept. 4, 1960. Mon.-Sun. 8-10:30 P.M.

ABC TELEVISION

RECORD 4TH QUARTER FOR TV? —continued from page 38

ly we could have and would have had."

There are other troublesome areas. Of concern is the alleged siphoning or diverting of monies which might ordinarily have been earmarked for spot to regional editions of national magazines (see story page 38).

Spot sellers express anxiety over the economy, as well as over a noticeable "hold back" in advertiser pre-Christmas season allocations.

Economic Signs ▪ Inventory cutbacks and a weakening of "general business conditions" are cited as economic danger signals, one executive in the broadcast business expressing this as a "sideways movement of the economy in which advertising could receive the first slap on the nose."

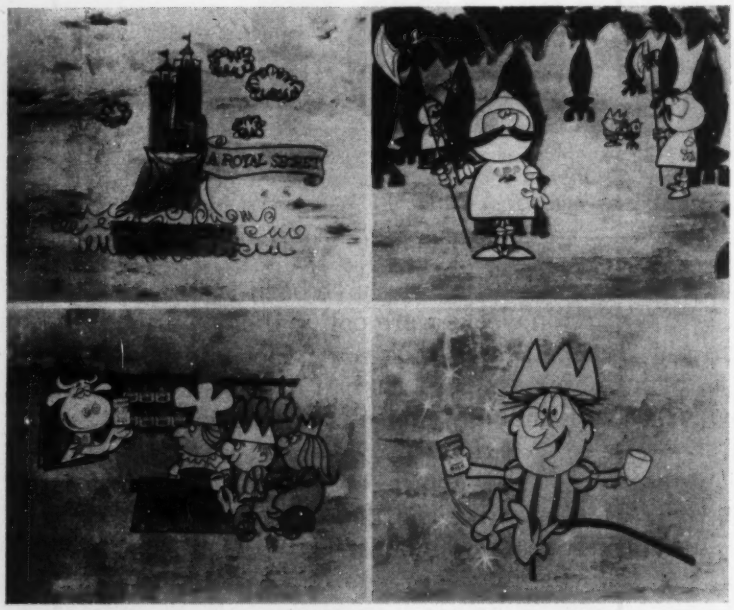
A media vice president with a major tv agency echoed this sentiment, noting flatly there's a "question of whether we are entering a slump" and that his agency believes there will be a big spurt in spot in preparation of Christmas once the elections are over. He suggested that many advertisers psychologically are holding back until after the "political business" is put away, and "things are settled."

Another rep pointed up spot advertiser patterns this fall of "later buying and on short-term schedules" which serve to soften an otherwise firm volume.

Among the reps—and this is reflected in part by some of the major agencies—predictions divide this way: the pessimists who find business conditions unsettled think the fourth quarter might "compete" with last year's record high and the optimists who see clear sailing ahead and hence a new record high in billing.

A few of the "straws in the wind" the optimists point to: continuous new product flow, an expectation that the fall tempo will increase with pre-Christmas buying, an expected strong use of tv by toy manufacturers (see Ideal Toy story, page 46) and the plus of political timebuys.

The pessimists note that July and August this year have been poor months for spot, that network sale of minutes within programs to accommodate spot advertisers has been "tearing down tv's structure" and that while the overall total of business may be up in tv, it's misrepresentative because an increase in the number of stations in the U.S. have meant that "more stations are sharing the slightly larger pie."



PREVIEW: Royalty speaks for Carnation

A pixy-like king, whose initial adventures involve a "royal secret," will be the key protagonist in a new 60-second tv commercial created by Erwin Wasey, Ruthrauff & Ryan for its client, Carnation Co. The animated cartoon will debut shortly in national television, including CBS-TV's new *Pete & Gladys* series. The commercial was animated by Playhouse Pictures of Hollywood and produced by Edwin T. Morgan from a script by Rubye M. Griffith, head of EWR&R's tv copy department in Los Angeles. It's part of a general campagin theme, "The milk you can use like cream with one-half the fat calories." James T. Vandiveer, EWR&R vice president, is account supervisor on Carnation Evaporated Milk, a long-time user of broadcast media.

INCREASED TV BUDGETS

TvB report says coffee, tea, insurance ads set new records

Coffee, tea and insurance companies have increased their television advertising budgets to record levels during 1960, according to tv usage reports released last week by the Television Bureau of Advertising. Coffee and tea tv expenditures are up 19% while insurance companies' investments in the medium (gross time billings) in 1960 will top $16 million, or 2 million more than in 1959, TvB estimated.

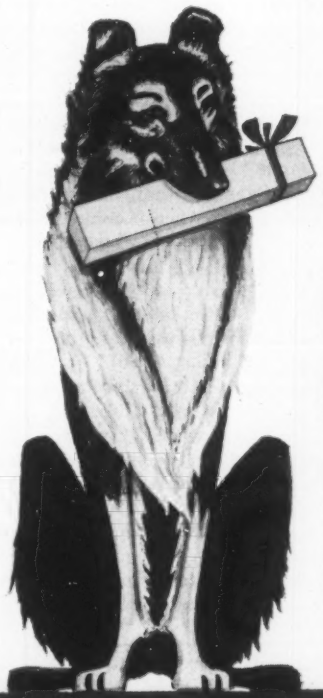
In the first six months of 1960, network, national and regional tv gross time investments by coffee and tea companies were $27,220,905, compared with $22,795,977 in the same period of 1959. Spot tv gross time in the same period this year was $21,016,820, TvB-Rorabaugh reported. Network gross time represented $6,204,085, TvB/LNA-BAR figures showed. Coffee companies spent the greater amount with network and spot tv gross time investments of $21,807,054 while tea advertisers accounted for $5,413,851.

Leading tv coffee advertisers in the first six months of 1960: General Foods Corp. (Maxwell House, Sanka and Yuban), $9,320,900 for network and spot; Standard Brands (Chase and Sanborn), $2,184,215 in network and spot, and J. A. Folger & Co., spot billings of $2,125,420. Top tea advertiser on tv was Lever Bros. for Lipton with network and spot billings of $2,001,726. Standard Brands' Tenderleaf followed with $1,123,570 in network and spot advertising.

Mutual Benefit leads ▪ In the first six months this year, insurance companies had gross time billings of $7,264,611 in national tv, including $5,584,611 in network and $1,680.000 in spot. Prudential Life Insurance Co.'s sponsorship of CBS-TV's *Twentieth Century* is reported to have resulted in more than one billion viewer impressions through its commercials during the first six months of 1960.

Leading insurance company on network television in the first seven months of the year was Mutual Benefit Health & Accident Assn. with billings of $3,036,436. Runner-up was Prudential with network billings of $2,369,634.

IN CHATTANOOGA, TENNESSEE



YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's

WRGP-TV

More to see on channel 3 with NBC

CHANNEL 3

IN CHATTANOOGA:
Harry D. Burke—OX. 8-1505
IN NEW YORK:
Lee Gaynor—OXford 7-0306
Represented Nationally: H-R

*FIRST CHOICE of more people, more times than any other Chattanooga TV station. That's why you'll tell more and sell more on WRGP-TV in Chattanooga, dominating 40 counties in Tennessee, Georgia and Alabama where over a million people spend 800 million dollars annually.

1960, N.C.S.3

Member The FRIENDLY Group (FRIENDLY GROUP) John J. Laux, Exec. Vice-President

WSTV-TV

CHANNEL 9

The lowest cost television bridge to the Upper Ohio Valley's Five Billion Dollar retail market. The best of CBS and ABC. Plus Shopper Topper Merchandising.

John J. Laux, Managing Dir.—AT. 2-6265

STEUBENVILLE-WHEELING

KODE-TV

CHANNEL 12

28% taller and 29% more powerful. It's the one radio that sells 152,000 TV homes who spend 750 million annually. The best of CBS and ABC. Plus Shopper Topper Merchandising.

O. T. Knight, General Manager — MA 3-7200

JOPLIN, MISSOURI

WRGP-TV

CHANNEL 3

More to see on Channel 3 with NBC. Dominates the key corners of Tennessee, Georgia and Alabama where over a million people spend 800 million dollars.

Harry Burke, General Manager — OX 8-1505

CHATTANOOGA, TENNESSEE

WRDW-TV

CHANNEL 12

Newest member of the FRIENDLY Group serving over a million people with 721 million dollars to spend. The best of CBS, NBC and ABC Networks.

Robert E. McCalla, Managing Dir.—TA 4-5432

AUGUSTA, GEORGIA

WBOY-TV

CHANNEL 12

A captive audience of 150,000 TV homes with a spendable consumer income of almost One Billion Dollars. The best of NBC and CBS. Plus Shopper Topper Merchandising.

Roger Cornett, General Manager—MAin 4-7977

CLARKSBURG, WEST VIRGINIA

IS THIS TV'S GOLDEN ERA?

Pete Cash says it may be in low advertising cost;

NAB meeting also given retailer's tv use details

The cost of television advertising is going up: "It may never again be as inexpensive or as efficient as it is right now," Norman E. Cash, president of TvB, warned bluntly in an address prepared for delivery Friday at the NAB regional conference in Atlanta (see story, MEDIA section).

He predicted that by 1970 television's cost-per-thousand will be 38% higher than it is now—but that the people it reaches will have much more money to spend then. Economists, he noted, expect that by 1970 people will have 45% more disposable income and enjoy a 69% increase in discretionary dollars. Moreover, he added, "television has a very long way to go before its cost efficiency is reduced to the low levels of other major media."

Mr. Cash's forecast was one part of three presentations by TvB at the Atlanta meeting.

The other parts, as presented by Mr. Cash:

- Results of a survey by the National Retail Merchants Assn. on its members' use of television.

- Results of a Pulse study showing that television improves a store's image, which in turn increases frequency of shopping and buying.

In his speech Mr. Cash observed that total advertising expenditures, currently totaling about $11 billion or $61 per person per year, are expected to reach $22 billion or $110 per person by 1970. If television holds its current share of the total, he said, audience gains will hold the increased cost to the advertiser to about 38%.

Up to now, he asserted, television audience has grown rapidly and cost-per-thousand has declined. But, he said, "We can't expect much further growth based upon new tv homes. From here on, we'll have to count more upon increased viewing from homes that own sets . . . television, while far from the critical cost efficiency of newspapers or magazines, is going to get more expensive."

The TvB head said that television has followed the growth patterns of newspapers, magazines and other media in their early stages. "When the medium is near saturation," he said, noting that tv's is now nearing 90%, "its audience growth slows but its costs do not." Since 1950, he continued, television's CPM has dropped 40% while newspapers' increased 33% and magazines' 36%. "Television," he said, "is the cheapest of major media when it comes to reaching people, no matter which expert measures it."

The NRMA report showed that 94 member stores, out of a total of 235, used television last year (the study was made in January 1960). This represented a gain of 76% since 1955. Of all responding stores, 60% said they had used television at some time; of these, two out of three were still using it when the survey was conducted. Of the 40% who had never used tv, the majority—53%—said they could not use it because they had no local stations or because they were suburban outlets which could not afford major-market televi-

Ideal Toy bypasses networks with own show

IT CLEARS ITS OWN STATION LIST, SAVES COSTS

Ideal Toy Corp., New York, has adopted the policy of doing its own show production and station clearance on a spot basis. The toy advertiser also has a $2.5 million budget that's twice what it was a year ago.

These two related facts have a significance. For example:

- Ideal now has joined the ranks of advertisers who have tried "spot spectaculars." Once a rarity, this type of show now has become proven precedent.

- Ideal over the past few years has been the leader among toy advertisers in television. The firm reflects the attitude of the whole toy manufacturing business which has accepted tv as a must advertising medium.

Other advertisers (and their shows) which recently have cleared a program on stations and thus by-passed the networks: Shulton's *Race for Space* placed in more than 100 markets through Wesley Assoc., New York; Gamble-Skogmo's anniversary show (starred Herb Shriner) in some 70 markets, through BBDO, Minneapolis.

Ideal's program was *Christmas in September with Shari Lewis.* It was taped at Videotape Productions Sept. 9-10 in New York as a one-woman musical comedy revue. Ideal and agency Grey Adv., New York, supervised production and cleared stations (25 thus far). The program was aired on three separate dates, Sept. 18 and 25, and Oct. 2.

The toy company cleared in Sunday afternoon periods for the most part. Chief reasons: this keeps time costs down (mostly Class C time), and it is on the air at a time when jobbers (wholesalers) and dealers can watch. By placing the schedule on a spot basis and clearing stations through the agency, Ideal was able to exercise a control over the schedule (avoiding opposition and highly-viewed programming that could compete for Ideal's audience).

Own Format ▪ In producing the show independently of packager or network, the toy advertiser was in a position to dictate format and also keep production costs to a minimum. (Credits: Marshall Stone directed production; Jim Sommers of Grey produced the show and bought the time; Lan O'Kun contributed some original music and lyrics and collaborated with Stan Taylor on writing the show's book; scenic design was supervised by Marvin Chemsky and dancer-singer George Marcy was a "guest" on the show).

Ideal's advertising has been breaking into main drives in the spring and fall-winter. This year, Ideal has been running this "spectacular" and will cosponsor with another, non-competitive toy advertiser (Lionel Train Corp., New York, also handled by Grey), the colorcast on NBC-TV Thanksgiving Day of the Macy's Parade (Nov. 24, 11 a.m.-noon). Last spring it ran a 35 major market spot campaign for plastic dog kits.

While the toy manufacturer sought the attention of children (and through them, parents) with Shari Lewis' revue, it also had its eye on jobbers and retailers. To get Ideal's message fully across, the hour-long show was a carrier for its main toy products (in all, 12 filmed commercials each one-minute long were aired). This served to catalog for the toy retailer a complete inventory of filmed commercials available. The toys included Mr. Machine (toy robot), Astro Base (a space toy), Fighter Jet (toy cockpit game) and count down (rocket launching base), the life-size Patti Playpal, the Saucy Walker walking doll, other "name" dolls—Betsy Wetsy, Bye Bye Baby and Shirley Temple—a diving sub and Battling Betsy toy tank (both model kits).

Though the show primarily presented Miss Lewis' singing-dancing-puppeteer-

sion; 11% said they planned to get into tv and 36% said they did not.

Other highlights:

▪ Most (71%) of the stores which quit television did so on the basis of less than one year's experience in the medium; another 23% gave it up after a two-to-three-year try, and 6% used it for three years or longer before stopping. One-fourth of the group said they planned to get back into the medium.

▪ On the average, two stores start using television for every one that stops: between 1950 and 1954, 10 stores dropped tv and 25 started; between 1955 and 1959, 27 dropped and 53 started.

▪ The average store using television put about 10.5% of its advertising budget into the medium: 44% put 1 to 5%; 29% put 6 to 10%; 19% put 11 to 20% and 8% put over 20% into television.

▪ More than three out of four used "saturation" television. One-minute and 10-second announcements were their favorite commercial lengths; slides and live presentations their favorite commercial forms; sales events the most frequent object of tv promotion, with promotion of specific items and general image in second and third places; early evening their favorite commercial times, followed by afternoon, late night and morning, in that order.

▪ The "saturation" stations for the most part (56%) used one tv station in their campaigns; 27% used two, 16% three, and 1% four.

▪ A total of 44% of the tv-using stores bought programs in addition to or in place of announcement campaigns. Most of these (61%) were participating sponsors, but 23% said they used both full and participation sponsorships, and 16% said they were sponsors of full tv programs.

▪ Local personalities (used by 37%), newscasts (19%) and movies (15%) were the most favored program forms.

▪ Once a week was the favored frequency for program sponsors. Exactly half said they were represented in tv programs weekly, but 42.5% said they were on more often, while 7.5% were on less frequently.

▪ A half-hour was the most popular program length, favored by 38% as against 24.2% preferring quarter-hour shows, 10.4% for live-time programs and another 10.4% for 10-minute shows.

▪ As between promotion of specific items and building a store image, 44% said they found television equally effective for both; 32% preferred to use tv for institutional selling, 24% for selected-item selling. Advertisers predominantly (88%) promoted only one item in each commercial. They found that "the range of successful promotions covers almost every item handled by these stores."

While the NRMA study found that many stations preferred to promote their images rather than specific items, another survey reported by TvB showed that item-promotion can build image and at the same time encourage more frequent shopping. This was a survey conducted by The Pulse, on commission from TvB, in the Minneapolis-St. Paul market.

As reported at the Atlanta meeting in a new TvB film and booklet, the survey sought to evaluate the buying habits and store attitudes of customers of five stores in the area, including Montgomery Ward, a year-round television user. It was found that viewers of the Montgomery Ward commercials gave that store a higher rating (image) than non-viewers, and that more of them (15.6%) reported shopping—and buying—there during the preceding month than did non-viewers (10.3%).

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ventriloquist talents as entertainment for the family, there were frequent toy references (and displays) in various numbers.

Costs Cut ▪ Ideal and Grey were able to keep down production costs (though the advertiser feels quality came up to network standards) because they had a format already prepared, rehearsals were not long and production chores were easily assigned. It's estimated by the advertiser and agency that except for talent costs, which are comparable whether or not this is network or non-network, Ideal was able to bring in the program at about half of what an outside packager would have budgeted.

While Ideal has yet to compile ratings on the show, the advertiser reports they "were better than network shows." The response: favorable reviews; audience mail; and most importantly, jobber and dealer orders and re-orders for Ideal toys advertised on the show have been placed earlier this Christmas season than in the past.

In the finale of Shari Lewis' program taped for Ideal Toy Co. friends Hush Puppy and Lamb Chop join in a "Santa" sequence.

Also in advertising . . .

Name change ▪ Revill J. Fox & Co., Denver, has changed its name to Fox & Chenoweth Inc. The name of William B. Chenoweth, vice president of the agency for the past four years, is thus added to that of President Revill J. Fox. The agency was founded in 1956 and serves as advertising representative for Adolph Coors Co. (beer), Colorado Federal Savings & Loan Assn., and Meadow Gold Dairies.

D'Arcy expands ▪ D'Arcy Adv., N. Y., has acquired Armstrong, Fenton & Vinson, San Diego advertising agency, as its office there. Gladstone Vinson, AF&V's president will head the office as vice president and manager. This is D'Arcys eleventh office.

QUALITY RADIO PRAISED—BUT

Campbell-Ewald's Adams says bad taste of many stations is driving national spot business away

Three agency executives appeared before 28 broadcasters of the Quality Radio Group in New York last week. They came to sing the praises of quality radio—and to express some reservations about other kinds.

The forum was a two-day meeting of the 19-station organization, called to exchange and discuss ideas on programming, promoting and selling their brand of radio. The speakers were Richard P. Jones, vice president and general manager of the media department, J. Walter Thompson, New York; Harold Simpson, timebuyer, William Esty Co., New York, and Thomas B. Adams, president, Campbell-Ewald Co., Detroit.

Among the praises the agency men had for "quality" radio:

■ Mr. Jones: "We are dedicated to the proposition that our client's advertising will be listened to with greater respect and acceptance in [a quality radio] climate."

■ Mr. Simpson: "The standards you gentlemen adhere to are high on the list of requirements which we feel are essential for good station operation, and hence are an important part of any station evaluation."

■ Mr. Adams: "The quality advertiser needs and will seek out . . . the stations that can give him a solid atmosphere."

Among the reservations:

■ Mr. Jones: "Better programming alone is not the answer . . . you've got to help us convince more advertisers of the merits of your medium for their specific marketing problem.'

■ Mr. Simpson: "We recognize that maintaining a quality operation costs a great deal of money, and that one of the logical places to secure this money is from the advertisers. May we caution you to use discretion in passing on increased costs indiscriminately to the advertisers."

Tonnage Buying Fading ▪ "The downright cheapness and bad taste of so many radio stations" is driving national spot business away, President Tom Adams of Campbell-Ewald, Detroit, told QRG's luncheon session on Wednesday. He promised that "in due time" agencies will know and deliberately avoid buying stations whose programming is cheap or in bad taste. The day of "tonnage" as a key consideration in spot buying is about over, he asserted.

Already, he said, "there is a resurgence of responsibility that translates itself into programming that is increasingly good and increasingly responsible." He congratulated stations like those in the QRG group for leading the trend, and observed: "On the better stations, everything is getting better —including business."

In "too many cases," Mr. Adams declared, agencies "don't dare to use radio, low cost-per-thousand or no low cost-per-thousand, because we can't allow our clients to be lost in the chaos of 'the top forty.' "

He said that "big, dignified, national clients" want to appear on dignified ("not stuffy") programs in the company of other dignified advertisers. He told the group that Campbell-Ewald and probably other major agencies are "in process of developing not only a quantitative analysis of stations but a qualitative one."

He predicted that, "once it becomes known to a thousand radio stations that a hundred agencies are looking at them through a qualitative microscope, there's going to be some pretty fancy footwork. Program schedules will be revamped—but fast—once they know that we know."

Mr. Adams maintained that the most successful stations in programming show good taste in selection of music, give adequate coverage to local and regional news, are mindful of their educational and cultural obligations "and are, all in all, behaving like respectable, responsible citizens"—and, as a result, are "the most successful money-makers too."

He told the QRG broadcasters that "I'm sure you're all perfectly aware that the purchase of spots by the ton, by so many fifties or hundreds of rating points per week—that day is about over for national advertisers. There is an increasing awareness of the need for talking to listeners—and having them listen. Mere numbers of noses, supposedly pointed in the direction of their radio set, is not enough. It's what they hear; what they retain; what, in the selling message, moves them to act. They'll never move if a station's programming is listened to as a more or less subliminal background to which they pay no attention."

What the advertiser wants to reach, he said, is "attentive audiences" who are made attentive by stations presenting "music that has to be listened to, news that has to be listened to, discussions so provocative they have to be listened to."

He said he was not advocating that stations "throw out profits" by abandoning d.j. shows which produce steady local business or "that the character of a station be changed overnight." But, he urged, "please continue to move in the direction of quality programming. The quality advertiser needs and will seek out—and use—for dollars in your pockets—the stations that can give him a solid atmosphere."

Show Me ▪ Mr. Jones made plain that while he was in accord with the policies of Quality Radio members, it was up to stations to convince advertisers that radio should be a part of their media mix to begin with. He wants proof that radio can move products off the shelves, which he said was the advertiser's only interest. Beyond selling the medium, stations should also be more specific in relating their stories to the advertiser's specific needs—"Apply the same kind of creative thinking to selling the national advertiser that you already apply to selling local accounts," Mr. Jones advised.

The JWT executive said radio must face the fact that its competition is primarily tv, newspapers and magazines—not other radio stations. Those competing media have an edge over radio, he said, in that "we know or can estimate with relative ease just how they perform in distributing our mes-

Mr. Adams

Mr. Simpson

Mr. Jones

FILMS...RECORDS...TAPES...SCRIPTS

GET 'EM THERE FASTER

Don't miss air-dates! Remember: it's there in hours ...and costs you less...when you ship by Greyhound Package Express! Even packages going hundreds of miles can arrive *the same day they're sent!*

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway...*right to the center of town.* Greyhound travels *over a million miles a day!* No other public transportation goes to so many places—so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day...seven days a week...*including weekends and holidays.* What's more, you can send C.O.D., Collect, Prepaid ...or open a charge account.

SEND THIS COUPON NOW! IT CAN SAVE YOU TIME AND MONEY!

GREYHOUND PACKAGE EXPRESS
DEPT. 8J, 140 S. DEARBORN ST., CHICAGO 3, ILLINOIS

Gentlemen: Please send us complete information on Greyhound Package Express service...including rates and routes. We understand that our company assumes no cost or obligation.

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE ___ STATE _____

IT'S THERE IN HOURS...AND COSTS YOU LESS!

sages. It is more difficult with radio."

Mr. Jones asked for better quantitative and qualitative information about the radio audience, with special emphasis on the out-of-home audience. Beyond that, he said, stations should work out for advertisers "the most economical buying pattern" to obtain the same kind of blanket coverage with radio that can be provided by one or two insertions in newspapers and a minimum schedule of tv spots.

Mr. Jones discussed the possibility that mid-day listening (between the favored driving times) might be the best times to reach women, yet noted again that "for lack of proof" advertisers are still bidding for the crowded driving times and passing up mid-day availabilities. He also suggested that some JWT advertisers might be willing to cooperate with radio stations in establishing research to prove—or disprove—this point.

Mr. Jones congratulated the Quality Radio members on the standards they are setting, and said that if others would emulate them radio would rid itself of the image of "a wholesale house selling cut-rate advertising tonnage."

Deeds and Words ▪ "It is not enough to say that you are a quality operation. It is necessary for you to demonstrate this fact to us."

That was the sentiment Mr. Simpson expressed after cautioning the Quality Radio members about indiscriminate price hikes. He echoed Mr. Jones about the need for qualitative research to prove stations' sales arguments. He stressed that "a prohibitive premium for quality — particularly undemonstrated quality—might prompt advertisers to think twice about using your facility."

Mr. Simpson briefed the meeting on Esty's policy of checking commercial logs for over-commercialization and multiple spotting. He said that the problem had not proved as widespread as the agency anticipated, but that it's still there. Esty will continue the program, he said, in belief that periodic self-appraisals are beneficial both to the advertiser and the medium.

The Quality Radio meeting was directed by Ward Quaal, president of QRG and vice president and general manager of WGN Inc., Chicago, who expressed the hope that the group's policies would "separate us from the flock" in radio. Mr. Quaal said that the organization's annual stockholders meeting will be held at the Drake Hotel in Chicago Nov. 1.

An old saw to sell a new one on tv

It's an old saw that "a picture is worth a thousand words." McCulloch Corp. is using a thousand pictures to give the word on its new saw.

In a tv commercial the stroboscopic figures of a chain saw operator going through a series of cutting operations are designed to indicate the free and easy flow from position to position in operating the McCulloch chain saw. The campaign, which will use the strobe images in magazine stills as well as in motion on tv, was created by Fuller & Smith & Ross, New York, McCulloch Corp. agency. The pictures were made in a natural setting by Don Flagg of Flagg Films.

The tv version will be supplied to McCulloch distributors for individual use in their own areas. The company is one of the largest manufacturers of chain saws in the world.

Holland House head scores NAB ruling

Holland House Sales Co., New York, whose non-alcoholic cocktail mix was refused television exposure over WPIX (TV) New York at the suggestion of NAB Tv Code Board, last week protested "both the double standard and the sanctimonious role in which the NAB and the station cast themselves."

David Sheinker, president of Holland House, last week pointed out that carbonated soda, quinine mix, vermouths with about 12% alcohol, beer and wines in general are advertised on tv and "the NAB is doing nothing about it." Mr. Sheinker also noted that only after the Holland House issue developed did the NAB amplify its code (BROADCASTING, Oct. 10). He commented: "In other words, their code didn't cover something to which they felt they should object, so they went and amplified it."

Before the amplification, the code prescribed that hard liquor advertising be prohibited. The ban now also applies to products "which in their presentation induce the use of hard liquor."

The application of the code board's amplification to carbonated beverages that currently are advertised on the air has not been determined. It is believed that the NAB will decide each case individually but the key point will be whether a commercial makes "a more or less overt" appeal for mixing a beverage with hard liquor. The degree of the appeal will be a criterion, according to an NAB source.

The Holland House commercial currently is carried on WNTA-TV New York. According to Mr. Sheinker, "no protests have been heard to date." WPIX is a code subscriber and WNTA-TV is not.

Rep appointments . . .

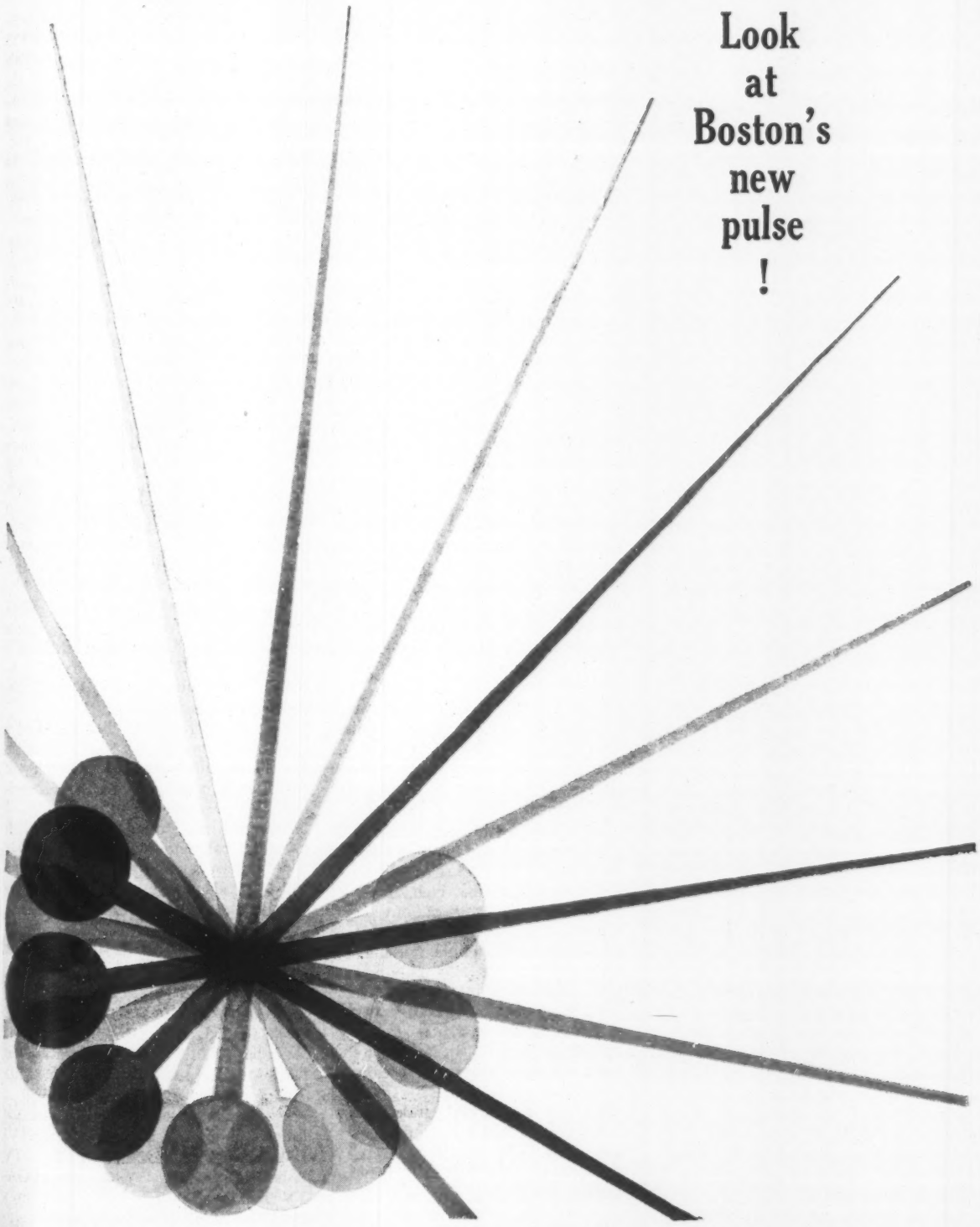
- KSWO-TV Wichita Falls, Tex.: Venard, Rintoul & McConnell, N. Y.
- KFOX Long Beach, Calif.: Robert E. Eastman & Co.
- KSDO San Diego: Adam Young Inc., N. Y.
- KXEN Festus, Mo. (St. Louis); WMNI Columbus, Ohio: Broadcast Time Sales, N. Y.
- KICN Denver: H-R Representatives, N. Y.

New research concept, measuring significant audience in seven areas, shows more families spend more time listening to WBZ than any other Boston radio station! Get the full Pulse report from your AM Radio Salesman.

WESTINGHOUSE BROADCASTING COMPANY, INC. **WBZ** BOSTON + WBZA SPRINGFIELD

REPRESENTED BY AM RADIO SALES

Look at Boston's new pulse !



New radio high: $11 million for WMGM

$7 MILLION SAN DIEGO SALE ALSO AMONG PENDING TRANSFERS

Multi-million dollar station sales were signed or under varying degrees of completion last week.

A record high price for an individual radio station was set last week when Crowell-Collier Publishing Co. revealed it was buying the 50 kw WMGM New York (on 1050 kc) for $11 million.

This is exactly $1 million more than Storer Broadcasting Co. is paying for WINS New York (BROADCASTING, Aug. 1). This was the most recent high in radio station ownership sales.

In various stages of negotiations were two other multi-million dollar transactions, involving both radio and tv properties:

▪ Considered imminent was the sale of KFSD-AM-FM-TV San Diego, Calif., to Hugh Halff Jr. and family (WOAI-AM-TV San Antonio, Tex.) for approximately $7 million. KFSD stations are owned principally by *Newsweek Magazine* and Fox, Wells & Rogers investment firm, *Newsweek* paid $1.5 million for its 46.22% in 1957; KFSD outlets were tentatively sold several months ago to Triangle Publications Inc. (Annenberg) but the transaction subsequently was cancelled. KFSD operates with 5 kw on 600 kc; KFSD-TV is on ch. 10. Both are NBC affiliated.

Arrangements for financing, it was learned last week, are taking more time than anticipated, but the transaction should be closed within the next two weeks.

▪ A contract was being drawn late last week for the sale of Cowles Broadcasting Co.'s WHTN-TV Huntington-Charleston, W. Va., to Reeves Broadcasting & Development Corp. for approximately $2 million. The Reeves company, which is headed by Hazard E. Reeves, real estate developer and sound tape manufacturer, owns WUSN-TV Charleston, S. C., and only last week received FCC approval for its acquisition of ch. 29 KBAK-TV Bakersfield, Calif. from the *San Francisco Chronicle* (KRON-TV). Reeves paid $850,000 for the Bakersfield outlet, including assumption of $381,366 in indebtedness.

Cowles acquired the ch. 13 station and its am and fm adjuncts in 1956 from S. J. Hyman and family for $535,000 plus assumption of $100,000 in obligations. The radio properties subsequently were sold off.

Cowles, which retains KRNT-AM-TV Des Moines, is understood to be seeking other broadcast properties, primarily tv. Members of the Cowles family have interests in WCCO-AM-TV Minneapolis and KTVH(TV) Hutchinson (Wichita), Kan.

Accepted by boards ▪ The agreement between Crowell-Collier and Loew's Theatres Broadcasting Corp. was ratified by the respective boards of directors last Tuesday. This followed negotiations for several months.

The sale announcement followed by a flat assertion by Laurence A. Tisch, board chairman of WMGM, that the station was not for sale "at any price" (BROADCASTING, Sept. 26).

Arthur M. Tolchin, executive vice president of the Loew's station, said that the price offered was so favorable "it was impossible not to give it consideration."

Mr. Tolchin said that Loew's was interested in acquiring other broadcast properties; that as late as last week it was investigating possible acquisitions.

The transfer involves $8 million in cash, with the remaining $3 million to be paid out over a period of 18 months.

An application will be submitted to the FCC in a week or two, it was said. It must be approved by the FCC.

Robert M. Purcell, director of the broadcasting division of Crowell-Collier, said no personnel changes were planned at WMGM.

Crowell-Collier already owns three radio stations—KFWB Los Angeles, KEWB San Francisco-Oakland and KDWB Minneapolis-St. Paul.

It has also contracted to buy WGMS-AM-FM Washington, D. C., from RKO General Inc. for $1.5 million. This transfer is contingent on the FCC approval of the NBC-RKO General exchange of stations in Philadelphia and Boston and NBC's $7.5 million purchase of KTVU(TV) San Francisco. As part of this package, RKO General is buying the network's WRC-AM-FM-TV Washington, D. C., for $11.5 million.

Because FCC regulations prohibit any one entity from owning more than one broadcast property in a single market, RKO General must sell its WGMS stations.

Crowell-Collier, at one time publisher of national magazines (*Collier's Weekly, American* and *Woman's Home Companion*), contracted in 1956 to buy the Consolidated Television & Radio Broadcasters Inc. (Bitner) group of radio-tv stations for $16 million. This fell through when the publishing company could not negotiate a bank loan on terms it felt proper. The Consolidated group (Indianapolis-Grand Rapids-Minneapolis) was later sold to Time Inc. for $15¾ million.

The publishing company paid $2.47 million for KFWB; $750,000 apiece for KEWB and KDWB. At one time it agreed to pay $1 million for KULA-AM-TV Honolulu, but this was cancelled by mutual consent.

Last July Crowell-Collier acquired a controlling interest in the Macmillan Co., book publisher. It had sales of $35.5 million last year, with net earnings over $5 million.

WMGM was founded in 1922. It used the call letters WHN until 1948 when Loew's and Metro-Goldwyn-Mayer Productions were divorced in the famous motion picture antitrust case.

Breadth of a salesman

As Radio Advertising Bureau's series of eight regional management conferences came to a close last week in Omaha, Neb., RAB reported results of a nationwide survey of member stations. It reveals that radio time salesman average 10.4 sales calls daily and turn 1.9 of them into sales. The average number of calls and sales increases as the market size gets smaller, it's noted. In large markets, salesmen average 9.1 calls daily and make 1.4 sales. In medium-size markets, salesmen average 10.1 calls daily and make 1.6 sales. In small markets, salesmen average 10.9 calls daily, netting 2.4 sales.

Wometco's income up 51.6%

Wometco Enterprises Inc., Miami, has reported an increase of 51.6% in its net income after taxes for the 12 weeks ended Sept. 10, 1960 over the same period in 1959. Net income after taxes for the 12-week period was $210,702, compared to $139,019 in 1959.

Among Wometco's holdings are the following broadcast properties: WTVJ (TV) Miami; WLOS - AM - FM - TV Asheville, N. C.; 47½% of WFGA-TV Jacksonville, Fla. The company's stock is traded over-the-counter.

We Salute
The Evening Concert
presented for
twenty consecutive years
on KFAC by
the Southern California
Gas Company and the
Southern Counties
Gas Company

The Evening Concert
KFAC AM & FM 8-10 P.M.
Monday through Saturday

KFAC AM-FM

The Music Stations for Southern California
24-hour simultaneous AM-FM at one low cost
Represented by The Bolling Company, Inc.

PRUDENTIAL SQUARE · LOS ANGELES

COLLINS SIGNS THE CONTRACT

Florida's forceful governor, who's had long and gainful experience with broadcast media, takes NAB office Jan. 4

Gov. LeRoy Collins of Florida was elected NAB president by the NAB joint boards at a quick session Oct. 10 in Washington. He will take office Jan. 4 as the fourth paid president in NAB history.

Gov. Collins had been picked by a special selection committee headed by C. Howard Lane, KOIN-AM-TV Portland, Ore., after a thorough scanning of national figures (BROADCASTING, Oct. 3, 10).

Although the NAB did not announce contract terms, it was understood he will receive $75,000 yearly salary plus $12,500 for expenses. This is close to the salary paid the late Harold E. Fellows. The contract is for three years, but at the end of the second year it will be reviewed by the NAB board. An extension of perhaps five years will be considered, assuming the new president meets the expectations of those who picked him for the post (see exclusive interview with Gov. Collins below).

Clair R. McCollough, Steinman Stations, chairman of the NAB Policy Committee, presided at the joint board meeting. He reviewed the intensive search by the selection committee and answered a number of questions. In less than an hour a notification committee was named to inform Gov. Collins, waiting in a sixth floor room of the Statler Hilton, that his selection had been unanimously approved by the directors.

The contract was officially signed and the new president was led into the meeting room. Directors applauded as he entered. After greetings, the new president was guest at a board lunch with NAB staff executives participating. He thanked the board for its selection and told the staff he was anxious to sit down and talk individually with each member. The next day he visited NAB headquarters in Washington, going from office to office. He was accompanied to Washington by James F. Southerland, his administrative assistant.

Gov. Collins sat in during part of the afternoon Tv Board session. The tv directors reaffirmed NAB's stand against use of the airwaves for pay television, instructing the staff to ask FCC for permission to participate in the approaching Hartford pay tv hearing, beginning Oct. 24. At this hearing Hartford Phonevision Co. seeks authority to conduct trial pay tv operations over its Hartford, Conn., ch 18 station, WHCT (TV).

The board voted to continue NAB support of legislation designed to regulate community antenna systems. It instructed the NAB staff to continue support of the FCC's jurisdiction over location of tall antenna towers. The Federal Aviation Agency also claims it has authority in the field.

The Radio Board was told by John F. Meagher, NAB radio vice president, that 845 stations now subscribe to the Radio Code, which became a paid, self-regulatory structure last July 1. Enforcement procedure is being set up to replace the honor system. The code is now open to non-member as well as NAB member stations. Mr. Meagher told the board sample recordings of proposed audio symbols will be ready soon and one will be selected for subscriber use.

He's 'Roy' to Friends ▪ Roy Collins figures he's going from one public service to another when he winds up his term as governor of Florida next Jan. 3 and takes over NAB's presidency the next day.

After 2½ decades as legislator and governor, the 51-year-old executive turns to private industry as head of the broadcasting trade association.

"I can't think of any service in industry more closely related to the public

Here's LeRoy Collins (r) being escorted to meet the members of the NAB's radio and tv boards after they had elected him president. Leading the escorts were W. D. (Dub) Rogers (l), of KDUB-TV Lubbock, Texas, tv board chairman, and Thomas Bostic, KIMA Yakima, Wash., radio board chairman.

interest," he told BROADCASTING in an exclusive interview Oct. 10 after the NAB joint board had ratified his appointment.

There'll be no rest for Roy Collins. (Actually his name is Thomas LeRoy, but it was shortened many years ago by his friends; he signs his name LeRoy without the Thomas.) Instead of the traditional vacation he will head directly for 1771 N St., N.W., Washington, where he will take over the fourth floor office previously occupied by the late Harold E. Fellows and Judge Justin Miller, former presidents of the NAB.

Familiar Issues ▪ The setting will be strange, but many of the problems will be familiar. During his official life, and in his earlier practice of law, the governor was in close contact with broadcasting and public regulation. In recent weeks he has been keeping in touch with industry news. And he has laid out a broadcast briefing routine for the rest of his Tallahassee term. This won't interfere with official duties as governor.

Last Monday after an hour of congratulations, greetings and hand-shaking at the NAB board meeting, he joined the afternoon session of the Tv Board where he heard a discussion of pay tv. Then he moved to the Radio Board, spending another hour listening to directors as they reviewed the code and other problems.

"I enjoyed the free exchange of views," he said. "It showed the industry is alive, vital and vigorous." These are traits that appear in every move by Gov. Collins, long known for a forceful manner blended with a feeling for fairness and a cheerful sense of humor.

"I want to be a vigorous and active president," he added. "I approach this job not as a referee but as an advocate. That's the kind of president I think the broadcasters want.

"This isn't a presiding-officer sort of proposition. I'm not interested in merely giving face to an organization. I want creative opportunities and I will have them at NAB. I will be responsible, as head of the staff, for the administration of a wide range of functions. From what I've heard, I expect to find a well-coordinated staff at work.

"Broadcasting has many problems but they are not insoluble. It's a clean industry, dedicated to the public. By doing a good job of serving the public, broadcasting will serve its owners. All my ambitions are wrapped up in this challenging opportunity."

Folksy, but Dignified ▪ Broadcasters will like Roy Collins. He's folksy, but maintains an air of relaxed dignity. His dress is conservative, leaning to oxford gray suits and plain ties and socks. "I'm as rag-tag as the next one when I'm taking it easy," he explained.

There's a touch of crow's-foot fanning out from each eye but it generally goes with a smile and twinkle. His love of the outdoors and the bright Florida sunshine have given him a bit of a squint. After he moves to Washington, he'll miss the handy bass ponds around Tallahassee, where he could catch his supper between desk and kitchen. He likes hunting, too. The family has a summer place on the Gulf Coast, 40 miles from Tallahassee. He likes to water ski with the children but hasn't learned to navigate on one ski in the juvenile manner.

Congress, investigations, hearings. These don't faze Roy Collins. He's accustomed to trouble. "I've sat in some rough meetings," he said, smiling when he was reminded of the national fame that came with his taming of the Democratic convention in Los Angeles where he served as permanent chairman.

He's inclined to let dissident groups boil for a while and then placate them, a talent that will have ample opportunity for expression in his role as leader of the broadcasting industry.

Known for Fair Play ▪ The governor's devotion to fair play is almost a religion. Since his new work will be non-partisan, he has resigned as chairman of the Speaker's Bureau of the Democratic National Committee, feeling this political work wouldn't fit into his role as NAB president-elect.

The Collins family—all six of them—has kept radio and tv sets busy. Two television signals are available in the Florida capital. "I like the discussions and interviews," he said, adding that he generally can get away from Sunday afternoon visitors to take in *Meet the Press* and similar programs.

Gov. Collins long has been an advocate of open conduct of state business. He has appeared regularly on radio and tv stations in Florida. Early in his governship he opened all cabinet sessions to media, putting an end to executive meetings. He had the cabinet room lighted for television. "Government should be run in the sunshine, not the shade," he explained. His policy quickly attracted newsmen to Tallahassee, the reportorial corps rising from a small group to around 30 correspondents as Tallahassee became a Florida news center.

Last year as chairman of the National Governors Conference, meeting in Puerto Rico, he wiped out the traditional policy of closed sessions. This year at Montana the conference sessions were open again. "I'm right proud of this," he said. As governor he set up a policy of regular "news conferences," using the all-embracing term instead of "press conference."

'Fulltime President' ▪ Roy Collins said he will be a "fulltime president" of NAB and will open a Washington home about Feb. 1. He will retain "The Grove," his historic home in Tallahassee, across the street from the governor's mansion. This landmark was built by Mrs. Collins' great grandfather, Gen. Richard Keith Call, a Florida pioneer. While his legal address will be Tallahassee, his residence will be Washington. At first he likely will take an apartment, giving the family time to go house-hunting. It's likely he'll be where he can get the feel of the outdoors and take walks.

Gov. Collins said he owes much of his political progress to broadcasting. For years he had served in the Florida Legislature but was not well known throughout the state.

"In 1954," he recalled, "I ran against Acting Gov. Charley Johns. His campaign managers ran a series of advertisements in newspaper after we were billed for a debate on television and radio.

"The evening of the debate they had

Pledge to the members

Here is a telegram to the NAB membership from Gov. LeRoy Collins, new president of the association effective next Jan. 4, which is to be read to those attending each of the NAB's regional fall conferences:

I AM EXTREMELY PROUD OF MY SELECTION AS PRESIDENT OF NAB AND I AM DETERMINED TO MAKE THE INDUSTRY A GOOD LEADER.

THE HIGH CALIBRE OF THE PRESENT STAFF IS REASSURING AND I GREATLY APPRECIATE THE WARM SPIRIT OF COOPERATION WHICH THE BOARD HAS SO GENEROUSLY AND ENTHUSIASTICALLY OFFERED.

THE GREATNESS OF THE BROADCASTING INDUSTRY AND OF AMERICA ARE INSEPARABLE. NO INDUSTRY HAS A GREATER POTENTIAL FOR SUPPORTING AND ENRICHING OUR FREE ENTERPRISE SYSTEM THAN BROADCASTING IN ALL ITS PHASES AND MEDIA.

IT WILL BE OUR PURPOSE, YOURS AND MINE, WORKING TOGETHER, FURTHER TO STRENGTHEN THE INDUSTRY FROM WITHIN AND TO PROTECT IT FROM ANY EFFORT FROM ANY QUARTER TO WEAKEN THE BASIC PRINCIPLES WHICH ARE ESSENTIAL TO ITS SUPPORT AND DEVELOPMENT.

MY CONTINUED DUTIES AS GOVERNOR MAKE IT IMPOSSIBLE PERSONALLY TO JOIN IN THE REGIONAL CONFERENCES THIS YEAR, BUT I LOOK FORWARD WITH HAPPY ANTICIPATION TO NEXT YEAR WHEN MY WORK WILL BE YOUR WORK, WHOLLY AND WITHOUT RESERVATION.

an ad in the early edition of the *Miami Herald,* which was on the street before we went on the air. 'You asked for it; you got it,' my opponent's ad said, announcing that Gov. Johns had won overwhelmingly although the debate hadn't even taken place."

When the two candidates met in the studios of WTVJ (TV) Miami, Roy Collins asked the moderator, Ralph Renick, if he could make a statement. Gov. Johns assented and he received a go-ahead from the moderator.

"I pulled out the *Herald,*" Candidate Collins said. "Bring the camera up close," he asked, continuing, "I want everybody to see this ad. Since I've already lost and it says I have my tail between my legs, is there any point in going on with the debate? This demonstrates how shoddy their campaign is."

Big News ▪ The unexpected flareback befuddled Gov. Johns and gave media the local political story of the year. A statewide radio hookup carried the debate live and kinescopes were made for placement on other Florida tv stations. The effect was devastating and Roy Collins won easily.

"That was the turning point in the campaign and my political career," he said.

NAB's new president frequently turns a competitive maneuver into reverse, a knack that will come in handy in his new job. It's a spot that takes diplomacy, acumen, a long memory, understanding of intricate problems, administrative skill and a convincing manner.

Gov. Collins has these attributes plus a temperament ideally suited to the popping pressures of one of Washington's hotter seats.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ KXLF-AM-TV Butte and KXLJ-AM-TV Helena, both Montana: Sold by Ed Craney to Joseph S. Sample, son of John G. Sample, former president of Blackett-Sample-Hummert Inc. (now Dancer-Fitzgerald-Sample) and wife for a total consideration in excess of $1 million (CLOSED CIRCUIT, Oct. 10). Mr. Sample owns KOOK-AM-TV Billings, Mont., and 50% of KUEN Wenatchee, Wash. He will sell the Helena stations to Helena Tv Inc., operator of the local community tv system for an estimated $250,000-350,000. Mr. Sample and his wife will acquire Mr. Craney's 90% interest in Z Bar Corp. It is this company which holds varying interests in the Butte and Helena stations. KXLF is 5 kw on 1370 kc; KXLF-TV is ch. 4. KXLJ is 250 w on 1240 kc; KXLJ-TV is on ch. 12. The radio stations are affiliated with NBC; the tv with CBS. Broker was Blackburn & Co.

▪ KGMS Sacramento, Calif.: Sold by A. C. Morici and associates to A. J. Krisick for $650,000. Mr. Krisick owns KFIV Modesto, Calif. KGMS is on 1380 kc with 1 kw power.

▪ WKYN Rio Piedras, P.R.: Sold by Julio Morales Ortiz to Supreme Broadcasting Corp. for $300,000 including assumption of $80,000 in obligations. Supreme Broadcasting owns WJMR-AM-FM and is 40% of WVUE (TV) New Orleans plus 28% of WORA-TV Mayaguez, P. R. WKYN is 1 kw daytimer on 630 kc.

▪ WKTL Sheboygan, Wis.: Sold by William E. Walker to Richard P. McKee for $150,000. Mr. McKee is former owner of KOWB Laramie, Wyo., and of WBNC Conway and WMOU Berlin, New Hampshire. WKTL is a 500 w daytimer on 950 kc. Broker was Blackburn & Co.

▪ WEAS College Park, Ga.: Sold by Robert A. Corley to F. Richard Coughlan for $125,000. WEAS is a 1 kw daytimer on 1570 kc. Broker was Blackburn & Co.

▪ KPON Anderson, Calif.: Sold by Universal Electronics Inc. to group comprising Frederick Van Dyke, Raymond Golden, William Enis and Ted E. Randal for $55,000. Mr. Van Dyke is a California rancher; Mr. Golden, a former program director of KAYO Seattle; Mr. Enis, program director of KEWB, San Francisco; and Mr. Randal, owner of T. R. Productions, San Francisco radio programming service. KPON is 1 kw on 1580 kc. Broker was Hamilton-Landis & Assoc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 102).*

▪ KBAK-TV Bakersfield, Calif.: Sold by *San Francisco Chronicle* (KRON-TV) to Reeves Broadcasting & Development Corp. for $468,634 and cancellation of $381,366 indebtedness. Reeves owns WUSN-TV Charleston, S. C.

▪ KGHF Pueblo, Colo.: Sold by Gifford Phillips to TV Colorado Inc., licensee of KKTV (TV) Colorado Springs, for $120,000. TV Colorado is headed by James D. Russell, president.

Nobody knows the value of our service better than men who haven't used it!

The hazards of buying or selling on your own provide the best lesson in the value of a broker. Why risk negotiating without our deep knowledge of the market, of actual sales, of responsible contacts?

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Ave. Chicago, Illinois Financial 6-6460	Clifford B. Marshall Stanley Whitaker Robert M. Baird Healey Building JAckson 5-1576	Colin M. Selph Calif. Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

NAB Tv Code Board to review post-'48 films

NAB's Tv Code Board has offered to help stations and networks as well as film distributors if they're worried about the moral aspects of post-'48 theatrical films (CLOSED CIRCUIT, Oct. 10).

While the board won't admit it officially, the code staff has stepped in because subscribers have asked help in buying and editing the newer films. Many of the requests show concern over daring costumes, borderline dialogue and so-called adult themes.

Since the tv code is voluntary, the code board serves in an advisory role and as a clearing house for information on questionable films and what individual stations are doing. It reviews films and monitors air performances but the responsibility is that of code subscribers. In one case the board issued a special bulletin dealing with a foreign film deemed unsuitable for broadcast.

E. K. Hartenbower, KCMO-TV Kansas City, chairman of the Tv Code Review Board, told subscribers post-'48 films provide "a rich new source of television programming and undoubtedly are in great demand among stations. As in all programming, there are instances when interpretation of the code may be required.

"This was one of the subjects reviewed by the code board at its Oct. 4 meeting in Washington. When such occasions arise, the board and its staff will be available to assist code subscribers and film distributors as we have done since the code was adopted almost nine years ago."

Chairman Hartenbower reported to the tv industry last week on code developments in the last year, speaking by film over network closed-circuit facilities. The number of subscribers has increased from 271 to 380 in a year, now embracing over 70% of tv stations. Hollywood and New York offices have been opened, he said, providing code service in the film and advertising capitals.

Ratings battle lands In Providence courts

The battle of ratings took a new turn last week in Providence, R. I., when one radio station filed suit against another.

WICE Providence filed a 10-point bill of complaint against WPRO Providence and C. E. Hooper Inc. It charged that the August-September Hooper ratings of share of audience in Providence were "false, deceptive and misleading." It claimed that the survey "does not accurately measure the share of audience of the stations it refers to."

The August-September Hooper showed WPRO leading in share of audience. WICE claimed that its share of audience was larger and WPRO's smaller than that shown in the Hooper survey.

A hearing on the request for temporary injunction was scheduled to take place today (Oct. 17) in Providence Superior Court. A temporary restraining order was issued Oct. 6 when the complaint was filed. This enjoined WPRO from circulating the August-September Hooper.

In asking damages for "false disparagement against its business," WICE asked the court to order an accounting to be made of WPRO's profits gained from the circulation of the Hooper rating and that WICE be awarded compensatory and punitive damages.

Daniel P. Weinig, general manager of WPRO, said last week that he could not understand the purpose of the suit. He said WPRO had issued no promotion on the survey, although it had been shown to 14 or 15 advertisers and agencies at their request. He said Hooper was a reliable rating service which enjoyed high standing in the field. The only reason he could think of for the suit, Mr. Weinig said, was that Mr. Elliott's move was based on sour grapes."

Negotiators tackle live-film-tape issue

The American Federation of Television & Radio Artists and networks and producers start negotiations today (Oct. 17) on the live-tape-film commercial area of a new contract. They will discuss AFTRA's revolutionary proposal for a unit system of payment dependent on the population of cities [BROADCASTING, Oct. 3]. The present pact expires Nov. 15.

The Screen Actors Guild will negotiate with AFTRA for the first time, and SAG officials were expected to arrive in New York from Hollywood over the weekend for the talks. SAG is not involved in network program discussions.

Management and the union met last Tuesday (Oct. 11) and the networks turned over their counter-proposals. It was reported they had scaled down the union's demands in the areas of network commercials and programs, particularly

STATIONS FOR SALE

MIDWEST

Highly successful fulltime station with wide coverage. Substantial physical assets go with sale. Price is $450,000 with terms to be negotiated.

NAB

FALL CONFERENCES . . .

OCTOBER 18-19 (Tomorrow and Wednesday)

Dallas—Hotel Sheraton-Dallas

DeWitt (Judge) Landis, Dallas Office, who handles the Southwest, and Joe A. Oswald, who covers the South and Southeast, will be registered at the New Sheraton-Dallas and at the Dallas NAB Fall Conference.
We will enjoy seeing you at the meetings or at our nearby Dallas Office to discuss markets and radio-television facilities.

OCTOBER 20-21 (Thursday and Friday)

San Francisco—Mark Hopkins

John F. Hardesty, San Francisco Office, who handles all the West, has some excellent radio and television investments to discuss.
I will appreciate your calling me at the Mark or at our office at One Eleven Sutter.
Let's all make the most of these meetings.

WASHINGTON, D. C.
1737 DE SALES ST., N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

DALLAS
1511 BRYAN ST.
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

SAN FRANCISCO
111 SUTTER ST.
EXBROOK 2-5671
JOHN F. HARDESTY

HAMILTON-LANDIS & ASSOC., INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

Guards against "drop-outs", tape breakage

SOUND TAPE

RCA Sound Tape is a premium quality magnetic recording tape designed specifically for critical broadcast recording applications. Essentially flat response throughout the entire audio frequency spectrum, uniformity from reel to reel, and high tensile strength minimize worry over drop-outs, distortion, tape breakage, and the loss of air time.

Splice-free Mylar* base tapes are available in 2400, 3600, and 4800 foot lengths, and splice-free acetate base tapes are supplied in 2400 and 3600 foot lengths, on hub or reel. For the name of your local RCA Distributor, write RCA, Electron Tube Division, Harrison, N. J.

*DuPont Registered Trademark

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

Radio's audience in non-prime time

An important measure of radio's penetration: its average audience composition in the non "prime" hours 9 a.m.-3 p.m. inclusive.

This is one of the side products developed by Peters, Griffin, Woodward, from spot radio findings produced for the station representative by A. C. Nielsen Co. (BROADCASTING, Sept. 26).

Results of the Nielsen findings were given wide circulation by Thomas Wright, media vice president, Leo Burnett Co., Chicago, in a speech at a Louisiana Assn. of Broadcasters meeting in New Orleans. Since then PGW has been busy compiling off-shoot data. The audience composition figures, for example, were shown only this month in presentations to national advertisers and their agencies.

PGW executives explained last week that data on spot radio in the 9 a. m.-3 p. m. period has been lacking in detail such as that presented by Nielsen in the accompanying table. The composition into male and female audience, the unduplicated reach and frequency of impressions along with the number of spots and approximate rating points gained each week (including costs) are shown for the advertiser on the basis of three-station use in the top 100 markets.

SPOT RADIO'S PENETRATION—9 AM-3 PM
- 3 STATIONS -

# Spots Per Mkt.	Approx. Rating Points Per Wk. Per Mkt.	Weekly Cost Mins. 13 Wks.	Weekly Cost Mins. 13 Wks.	Weekly Unlupli-cated Reach	Freq. of Impression	4 Wks. Undupli-cated Reach	Freq. of Impression	Average Audience Com-position M	F
			1 through 5 Markets						
38	70	$11,600.		22.4	3.0	40-43	6.7	22	63
102	160		$26,300.	32.0	5.0	48-54	13.3		
			6 through 12 Markets						
26	70	$ 4,300.		26.8	2.5	48-51	5.5	17	72
70	160		$ 9,700.	38.0	4.3	57-64	11.4		
			13 through 20 Markets						
24	70	$ 5,600.		27.2	2.4	49-52	5.3	21	69
62	160		$14,800.	38.5	4.4	57-65	11.8		
			21 through 100 Markets						
24	70	$20,500.		29.0	2.3	52-55	5.1	18	60
66	160		$57,400.	38.2	4.1	57-65	10.9		

the union's proposals for a strengthened re-use formula. Negotiators were set to discuss the radio codes at a meeting last Friday (Oct. 14). AFTRA reportedly is not seeking an increase in radio fees, except for sportscasters and for transcriptions.

WICE surveys listener tastes

WICE Providence, R.I., has inaugurated a continuing postcard survey of the listening habits and tastes of the 1.5 million residents of southern New England. Recipients of the double jumbo postcards are asked to answer 14 questions and return the self-addressed, postage-paid survey cards to the station.

Among the 14 questions on the cards are: a ranking of best-liked types of programs; preferred music types; amount of time spent listening to radio daily, and place and hour of listening. There is also space for the respondent to tell the station how radio might improve its service. To serve as a double-check on accuracy, two sets of cards are mailed by the station. One set identifies WICE as the sender; the second "control" set bears the name of a fictitious survey firm with a special address.

Hayes names CBS committees

CBS Radio Affiliates Assn.'s new executive and convention committees for 1960-61 were announced Thursday (Oct. 13) by John S. Hayes, WTOP Washington, D. C., chairman of the association's board of directors. Mr. Hayes will preside over the executive committee, while J. Frank Jarman, WDNC Durham, N. C., heads the convention committee.

Members of Mr. Hayes' committee are: E. K. Hartenbower, KCMO Kansas City, secretary-treasurer of the board; Jay W. Wright, KSL Salt Lake City, vice chairman of the board; Robert McConnell, WISH Indianapolis, and F. Ernest Lackey, WHOP Hopkinsville, Ky. Serving under Mr. Jarman will be Joseph K. Close, WKNE Keene, N. H., and F. C. Sowell, WLAC Nashville.

STEPPED UP CAMPAIGN

A copywriter is questioning a WMAL-TV executive.

Copywriter: "You say that station 'C' was 27 steps (their steps) ahead of us when we began pursuit."

Exec: "That's right."

"And they take eight steps to our five."

"True."

"Then how on earth did we catch them?"

"Bigger steps.* Two of our steps equal five of 'C's'. Your experience with those puzzle ads should enable you to compute exactly how many steps we took to catch them. In fact, you might be able to make an ad from this."

Our copywriter produces the correct mathematical solution. Duplicate his feat and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. Repeat winners will receive an unrepeated prize.

**First-rate local personalities, first-run movies, ABC programing and a number of other big WMAL-TV steps that an H-R representative will be happy to discuss.*

wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

The 'about face' in government control

NAB CONFERENCE TOLD OBLIGATIONS GO WITH THE NEW FREEDOMS

The government is slightly loosening its control over broadcasting, the open-NAB Fall Conference was told at its Oct. 13-14 session in Atlanta.

G. Richard Shafto, WIS-AM-TV Columbia, S. C., a member of the NAB's three-man Policy Committee, called attention to this shift in the regulatory trend. But, he cautioned, the new freedom requires broadcasters "to make certain they are conversant with the needs of the communities they serve." He spoke at the Oct. 13 luncheon.

Mr. Shafto was one of two-dozen speakers and panelists who took part in the Atlanta meeting, attended by broadcasters from all over the Southeast. The next NAB meetings will be held in Dallas (Oct. 18-19) and San Francisco (Oct. 20-21). The eighth and final meeting of the series will be held Nov. 21-22 in Chicago.

These steps have somewhat eased regulation of the industry, Mr. Shafto said:

- Shifting of FCC emphasis from program formulas based on fixed percentages to programming on the basis of specific community needs.
- Modification of the Communications Act to give broadcasters more latitude in handling candidates for President and Vice President. Congress set aside the equal-opportunity rule for the presidential campaign to permit the joint debates.
- Withdrawal of an FCC policy statement implying broadcasters should announce the source of records received free of charge and used only for broadcast purposes.

Mr. Shafto found it encouraging that the commission had concluded "it is the obligation of the licensee to pursue a diligent, positive and continuing effort to discover and fulfill the taste, needs and desires of his service area." He added the commission "will revise its application forms to require of the applicant a narrative statement of the measures he has taken, and the effort he has made to determine the taste, needs and desires of his community or service area—and the manner in which he is meeting them.

"What this means in essence—assuming final favorable FCC action—is that a broadcaster will be able to forget about percentages or most of them and organize his programming structure to meet the needs and desires of his community in light of other services that are being provided to the community. These other services, as I interpret the expressed sentiment of the commission, would not be limited to other commercial broadcasting stations, either radio or television.

"Educational radio and television stations, wired music systems, theatres, educational institutions — these and other forms of entertaining and informing the public would make their respective contributions to community life, as indeed they now do—and a broadcaster, intent upon designing an original and useful program service, would not be required to duplicate these contributions."

Mr. Shafto recalled that broadcasters have long complained the fixed percentage requirements on license application and renewal forms are meaningless since they prevent flexible service reflecting community changes and often result in duplication in many programming areas while other areas are neglected.

He paid tribute to Gov. LeRoy Collins, of Florida, who last week was ratified as president of NAB to take office Jan. 4 (see page 54). James F. Southerland, Gov. Collins' administrative assistant, attended the Atlanta meeting as an observer.

Political Problems ▪ Problems of broadcasters during the presidential and local campaigns were reviewed at a political-regulation discussion by NAB staff executives.

Vincent T. Wasilewski, NAB government affairs vice president, said both friends and antagonists of broadcasting on Capitol Hill "recognize the great potential for political power inherent in this industry and practically all are concerned about this force which, as has so often been said, can be harnessed for evil as well as for good."

He suggested this concern of legislators is due to their realization of the role newspapers have played in shaping public attitudes. "In the minds of many legislators, the print media do not have a great tradition of fairness," he said. He explained some legislators figure radio and tv also are unfair, adding, "This is the root of a lot of our problems in maintaining freedom under license." As to the last session of Congress, he said, "The legislation which resulted from this Congress is 95% acceptable, or even desirable."

John F. Meagher, NAB radio vice president, reviewed announcement requirements for phonograph records and the FCC's procedure.

Charles H. Tower, NAB tv vice president, felt tv stations were harder hit than radio by the FCC's March 16 order requiring stations to divulge the source of records. "One area of particular concern was that of the furnishing of props to be used on a particular program—especially in the case of kitchen equipment used in the sets for cooking shows," he said. "It is clear under the new law that no announcement is required. And, of course, no announcement is required for animals furnished by a zoo, nor do you have to identify the university supplying a professor. On the other hand, if a refrigerator is furnished for the kitchen scene with an understanding for a brand-name identification on the air, an announcement would be required."

As to politics, Mr. Tower said broadcasters should broadcast campaign news because of their role as citizens, their self-interest through public interest in campaigns, and besides political programs are interesting and fun, competitive and absorbing." He referred to politics as "life's gymnasium.'

The Offensive ▪ Howard H. Bell, NAB vice president for industry affairs, said broadcasters can best preserve their freedom by establishing wider contacts and mutual understanding among public officials. He urged them to take the offense in seeing to it that broadcasting "remains free and unfettered by government. The mutual understanding and additional contacts you establish are the essential ingredients of a formula for improved government relations and for

Sarnoff predicts

Television set circulation in the U.S., now more than 52 million, will increase by another 25 million, aside from replacement sets, during the next 10 years, NBC Board Chairman Robert W. Sarnoff predicted last week. He also foresaw for the next decade "a sharp upturn in color set circulation, which will really come into its own in the sixties"; international transmission via space satellites, and mural television whose screen is hung like a painting "and operated from a small box beside your chair." Mr. Sarnoff made the forecasts in a speech on "Prosperity: Sin or Salvation?" before the annual convention of the American Gas Assn. last Wednesday at Atlantic City.

No matter what your tape problems, WNBQ is better equipped to handle them than any other station in the country. This is no idle boast. WNBQ has complete

tape to film

facilities, more color-equipped tape recorders than any other local station in the country, and a staff of technicians and production experts second to none.

WNBQ

Video Recording Sales
Merchandise Mart
Chicago 11, Illinois
SUperior 7-8300

the preservation of our freedom."

Mr. Meagher observed that the state broadcaster's association "is no longer simply a defensive mechanism concerned only with combating adverse measures that might crop up in the legislature." He said all states but two have active associations that provide "positive programs of benefit to both the public and state governments.' '

Mr. Bell added that NAB alone can't perform "the government relations job" for the broadcaster since "it can only act as agent in counseling, coordinating, focusing attention on issues. As agents we can be effective only if you have established the contacts and developed understanding of what we do."

James H. Hulbert, manager of broadcast personnel and economics, warned during a discussion of operations that overstaffing and overpayment of employes can destroy profits. He analyzed in depth a case history involving a programming change that increased costs, showing how expenses were finally brought down. He urged stations to compare their own profits and costs with NAB and FCC analyses.

Community Acceptance ▪ Management must impress staff members that the station's future and their own livelihood "depend on community acceptance, support and good-will," according to John M. Couric, public relations manager. He listed 10 ways staff members can serve as ambassadors to the community. These included a card file of civic and community groups and organizations, with affiliations of employes as well as other outside activities. The file can serve as a guide to placement of speakers at community events.

Broadcasters must be "successful convincers" if they hope to manage people and build better profits, delegates were told by William Carlisle, NAB station relations manager. In a talk and film demonstration he discussed the art of getting people to accept an idea or product and described new sales techniques.

John W. Jacobs Jr., WDUN Gainesville, Ga., and a member of the board of Assn. of Professional Broadcasting Education, suggested the industry offer scholarships and summer jobs to exceptional students to encourage them to train for careers in radio and television. Speaking on behalf of APSE, which works with NAB to improve professional courses in the broadcast field, he said membership now includes 55 schools which have over 2,000 students who hope to work in broadcasting. He said a U. of Kansas study shows 52% of fulltime announcers in Kansas stations hold college degrees.

Automation in radio termed 'inevitable'

GROWING NUMBER OF OUTLETS CUTS MANPOWER SUPPLY

Delegation of jobs that are archaic, unnecessary and futile in the face of automation in broadcasting "is a criminal waste of manpower," according to C. L. (Chet) Thomas, a 30-year broadcaster and manager of KXOK St. Louis.

"The explosion in the number of radio stations has stretched the number of skilled workers dangerously thin," Mr. Thomas told the opening NAB Fall Conference at Atlanta. He spoke Oct. 14 at a radio session.

"Automation will require greater skill and knowledge, more people who can think and then turn over the heavy work to a machine," he said. "Until education can catch up, we must depend upon semi-skilled minds and hands. In an industry as sensitive as radio, this is unsatisfactory. The worthy man and woman must be free to develop skills without being confined to tasks which a machine can do better."

Mr. Thomas said automation "is the inevitable solution to meet the needs of this nation. Automation is equally inevitable in the radio business. The challenge of the 60s and beyond will require the best efforts of everyone in the industry.

"The engineer twirling knobs is on the way out," he added. "The announcer who has a beautiful set of vocal chords, but no creative ability, is doomed. The salesman who sells time instead of ideas had better look for another job. The station manager who does not recognize the direction in which the industry is headed is stupidly contributing to his own demise."

Praising NAB's annual management seminar at Harvard business school, Mr. Thomas said it was one of "the most rewarding experiences" of his life. He urged NAB to make this type of executive training available "to other than the management group so that the managers of the future will become better able to meet the increasing demands for knowledge and skill."

Last month's hurricane Donna destroyed property worth millions but few people were killed or hurt, Mr. Thomas said, because of radio warnings and broadcast reports of the storm's progress. He listed these advantages of radio:

It is indispensable as a communications medium to advise, inform, warn, direct and instruct people; it reports news while it happens; it is the only form of communication that can instantly reach over 96% of the American people; it delivers more advertising impressions for less money; it contributes more free time to charities, community events, state and national patriotic campaigns than any other medium; it is local in service to listeners within signal range; it can pinpoint an audience and minimize unproductive listeners through programming techniques; it controls its programming; it is personal, intimate and an untiring companion; it is flexible, dependable, powerful.

John M. Couric, NAB public relations manager, reported "a snowballing acceptance" by member stations of NAB's "Build Radio With Radio" campaign. He said the association will soon offer radio members prepared announcements on such specialized programming as sports results, popular music, editorializing and farming. During National Radio Month last May, he said, better than 90% of NAB's 2,000 radio station members used the special recorded jingles supplied by the association. A speech text, "Careers in Radio," is being prepared for early distribution to members.

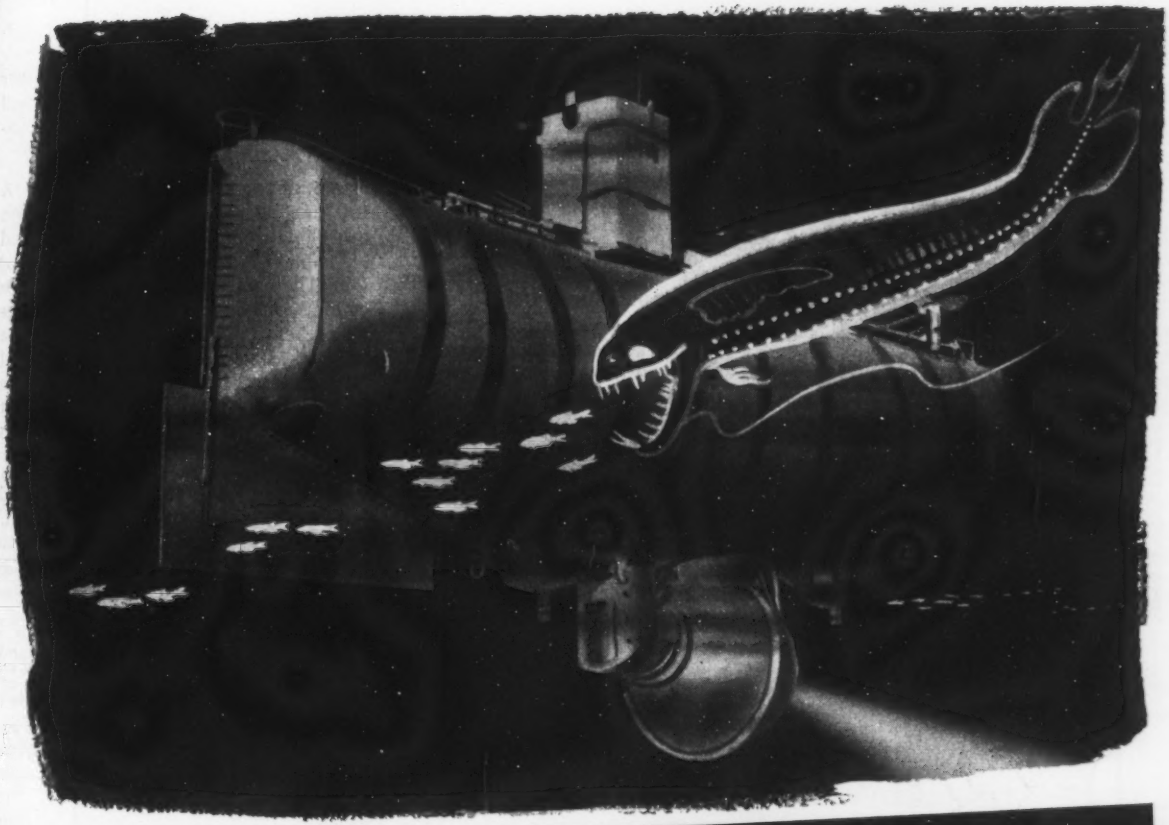
Elmo Ellis, WSB Atlanta, a member of the NAB Radio Code Board, took part Friday in a review of the expanded code program, taking the theme "Self-Regulation Equals Self-Interest." The radio code membership has passed the 800-mark since it was placed on an enforcement structure similar to the tv code. In the past it had been operated on the honor system. Non-members may now subscribe to the radio code.

Hausman Describes TIO's first year

Television is growing as a community force as well as an effective advertising medium, the NAB Fall Conference in Atlanta was told Oct. 14.

Two top figures who are leading the industry image and sales activities of television related in detail the progress being made by the visual medium. They were Louis Hausman, director of Television Information Office, and Norman (E.) Pete Cash, president of Television Bureau of Advertising (see story page 46).

Mr. Hausman said TIO is observing its first anniversary. He listed what has been done in the year to raise program standards and meet criticism of the television industry. He also described a new TIO publication, *Interaction*. This 288-page book describes over 1,000 programs and program series broadcast by 264 stations in 162 cities "in an effort to provide an exchange of ideas that will assist stations in planning and produc-



YOU MAY NEVER DIVE 36,000 FEET*—

BUT... You Can Penetrate Deeper In Kalamazoo-Battle Creek and Greater Western Michigan With WKZO Radio!

There's no doubt about it . . . WKZO Radio has once again proved to give greater audience penetration in Kalamazoo-Battle Creek and Greater Western Michigan than *any* competitor!

In the new Pulse (see left), WKZO Radio has stretched its long-standing lead to a spectacular average of 73% more listeners than Station "B" (6 a.m. to Midnight, Monday through Friday). WKZO Radio easily holds the No. 1 position morning, afternoon and evening *in all 360 quarter hours surveyed*, Monday through Friday.

Ask Avery-Knodel for availabilities on WKZO Radio for Kalamazoo-Battle Creek and Greater Western Michigan.

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — JULY, 1960
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	29	19	9
12 NOON - 6 P.M.	28	17	8
6 P.M. - 12 MIDNIGHT	32	17	8

**The bathyscaph, "Trieste," recently set a new world's record by diving 36,000 feet below the Pacific Ocean's surface.*

AM-TV-FM

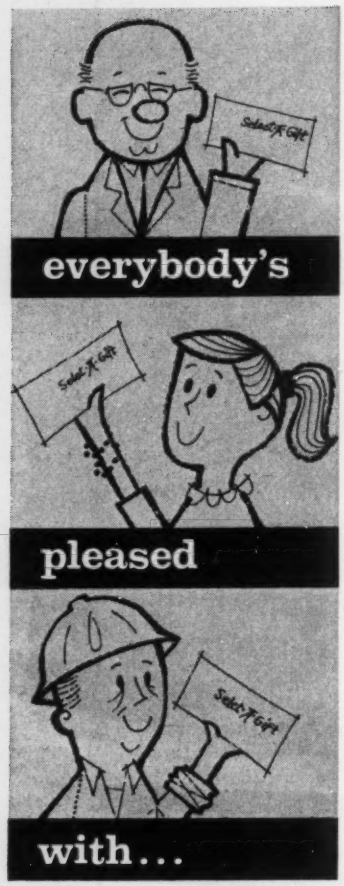
The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives



Select-A-Gift®

The *giver* is pleased because Select-A-Gift eliminates the need for tiresome, time-consuming shopping. He merely designates the amount ($2 to $500) for each person on his list. The *recipient* is pleased because he selects his own gift from an extensive array of America's most attractive gift items in full color, including a wide selection of magazine subscriptions. And everything is handled in a manner that does credit to your good taste and thoughtfulness. No prices mentioned. For complete details about Select-A-Gift, the preferred gift plan for *all* occasions, mail the coupon today.

To Select-A-Gift
Dept. -3
1st Ave. N. at 13th St.,
Birmingham 3, Ala.,
FAirfax 3-6351

Please send me complete information on Select-A-Gift.

Name_____
Title_____
Firm Name_____
Address_____
City_____ Zone____ State_____

tion of local public affairs programs."

The TIO program of joint intra-city station cooperation is meeting with good reaction, he said. Under this project joint monthly schedules of informational and educational programs are being published in Los Angeles, Chicago, San Francisco, Denver, Norfolk, Boston, Hartford-New Haven, Fort Wayne, New Orleans and Indianapolis. Others are in the works. The joint program schedules are being sent to over 100,000 community leaders.

Mr. Hausman listed other TIO activities such as institutional advertisements in national opinion magazines and two educational, cooperative projects. These consist of an in-service tv course for teachers in New York City schools and a resources book on tv to be published by the National Council of Teachers of English. TIO is supported by individual stations, the three tv networks and NAB.

On the Tv Code ▪ In the field of tv code relations the three most severe areas of concern are personal product advertising, movie trailers and post-'48 feature films, according to Robert W. Ferguson, WTRF-TV Wheeling, W. Va., a member of the NAB Tv Code Review Board (see tv code story page 57).

Improvement in personal products commercials was noted by Mr. Ferguson. He gave credit to the code's personal products subcommittee headed by Gaines Kelley, WFMY-TV Greensboro, N. C., for constructive work in the field. "Our reception at the agency and advertiser level has improved greatly," he said. He advised stations to check movie trailers carefully and advised them to screen post-'48 feature films carefully.

Edward H. Bronson, NAB tv code director, presented a film demonstration covering questions raised about code interpretations.

Media reports...

Aids etv ▪ WIIC (TV) Pittsburgh has made a cash grant of $2,000 to WQED (TV), that city, educational tv station. The grant will be used to buy soundproofing materials for WQED's studios which will bring the facilities into close approximation of the technical standards set professionally throughout the industry, according to WQED's general manager, William C. Dempsey.

Affiliation ▪ WDAS-FM Philadelphia has affiliated with the QXR network, which is composed of 27 fm stations from coast-to-coast. The network's parent station is the *New York Times'* WQXR New York. This will greatly add to WDAS-FM's sources of classical music, according to the stations president, Max M. Leon, and will enable Philadelphia to hear live broadcasts of the Boston Symphony Orchestra, the QXR String Quartet and other concert features. *Times* newscasts will also be heard each hour over WDAS-FM.

Name change ▪ Townsend U. S. & International Growth Fund Inc, which owns three radio stations, has changed its name to Townsend Growth Fund Inc. The name change includes modification of investment requirements which before required the Fund to have 25% of assets invested in international companies. Fund principals own WKDA Nashville and KNOK Fort Worth. Fund itself owns KITE San Antonio.

Power raise ▪ WIKE Newport and WTWN St. Johnsbury, both Vermont, will both boost power from 250 w to 1 kw, effective noon, Oct. 24. The stations comprise the North Country Stations of Vermont.

N.M.'s metro area ▪ A new market and tv station study has been released by Avery-Knodel Inc., N. Y., on behalf of its nationally-represented KOAT-TV Albuquerque, N. M. Titled "Albuquerque . . . It Grows as it Goes," the guide details market characteristics of the city's position as the country's 56th most populous city, and examines KOAT-TV's growth in audience acceptance and circulation.

CBS Foundations awards annual collegiate grants

CBS Foundations Inc., New York, announced Friday (Oct. 14) its annual grants to state associations of colleges and universities. Following the same general plan as practiced in the past four years, CBS Foundations, on behalf of CBS owned stations and other CBS operations, awarded the unrestricted grants to 103 colleges belonging to state and regional independent college fund-raising associations.

Grants were made to The New England Colleges Fund Inc. ($9,645.77); The Empire State Foundation of Independent Liberal Arts Colleges Inc. ($4,984.42); The New Jersey College Fund Assn. ($6,045.91), and The Foundation for Independent Colleges Inc., of Pennsylvania, ($9,553.46). Five other state associations, two in California, and one each in Missouri, Indiana and Illinois, also shared in the grants.

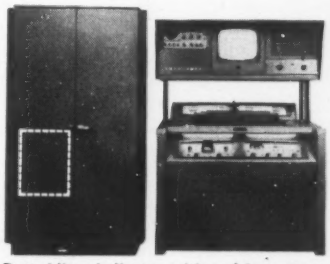
All recipients are located in areas served by CBS operations, including WCBS-AM-FM-TV New York, WEEI Boston, WCAU-AM-FM-TV Philadelphia, CBS Electronics, CBS Labs, Columbia Records and CBS Films Inc.

INTER-SYNC*

TELEVISION SIGNAL SYNCHRONIZER

HOW TO GET MORE FROM YOUR AMPEX VTR

Ampex provides the perfect answer . . . **Inter-Sync!** Now a VTR with **Inter-Sync** becomes a smooth part of your production team. Use it in production as you would a camera, a film chain . . . or any picture source. **Inter-Sync** locks the VTR to station sync . . . electronically synchronizes the recorder with *any signal source* – live, film, network or slides. Here's what you can do –



Dotted lines indicate position of **Inter-Sync** in the electronics rack of the Videotape* Television Recorder.

ONE RECORDER? With a furniture store account, for example, pretape a series right in your studio showing the new fall line. Loan company: tape a location shot of "customer" borrowing cash. Real estate: tape a tour through a new, development home. *Then,* during playback with **Inter-Sync,** you can wipe from tape to price slide – or lap dissolve to live announcer. No more dead air! No roll over!

Inter-Sync lets you "host" the late-late movie – and reruns – with sm-o-o-th lap-dissolve transitions between the film and your announcer on tape. No loss of mood – no abrupt changes.

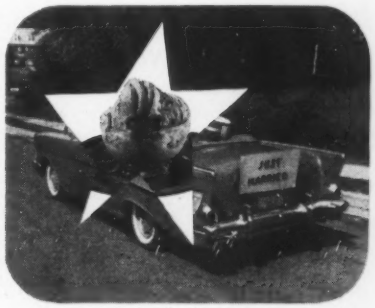
TWO RECORDERS? Mix live or film with tape using key wipes or dissolves, then record on second unit. Use dissolves or special wipes between playback of two tapes. Take it from there . . .

THREE RECORDERS? Comfortable transitions are difficult to anticipate in production. Add them later – at your leisure – with **Inter-Sync!** Record each production segment on tape; then put one segment on one VTR . . . another segment on second VTR. Lap dissolve for smooth transition and record on No. 3.

But these are just a few ideas . . . drop us a line and we'll supply complete details on *all* the marvels of **Inter-Sync.** This important optional feature is only one example of the continuing flow of major new developments you can always expect from *Ampex tape recorders.*

FOR ENGINEERS ONLY:

This Ampex Model 1020 synchronizer provides both horizontal and vertical locking (line-by-line and frame-by-frame). The speed of the two-way locking process is particularly noteworthy: a total of approximately 3½ seconds, well within the 5-second roll-in time most stations use. Vertical framing is speeded up by first using the sync pulses off the tape control track to reference to outside sync (subsequently switching to the actual vertical sync pulse). The capstan servo system resolves the inside and outside sync by smoothly adjusting the tape speed. Horizontal line-by-line locking is accomplished by precise readjustment of the head drum speed about every 5 degrees of rotation. Since the head drum rotates at 14,400 rpm, this means speed adjustments are made 945,000 times a minute. A unique drum servo system with push-pull action acts through the head drum motor with almost instantaneous results. Send for a 12-page Engineering Department Bulletin for complete details.



Ampex tapes are made and played around the world

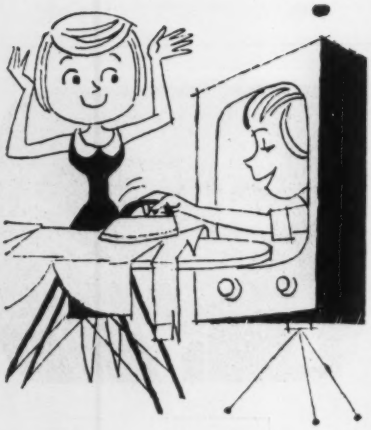
AMPEX

VIDEO PRODUCTS DIVISION - **AMPEX PROFESSIONAL PRODUCTS COMPANY**
934 Charter Street, Redwood City, California

*TM AMPEX CORP.

Helpful, intelligent programming sets the mood that means response to your sales messages on KOIN-TV, *the* medium in Portland, Oregon and 32 hard-buying surrounding counties. Your customer tuned to KOIN-TV is in a receptive mood... a mood we've cultivated with a program format that's tailored to fit the needs and desires of our community. Check the latest Nielsen for proof*.

KOIN*TV
PERSUADES PEOPLE in PORTLAND!



*Highest ratings and widest coverage... 7 of every 10 homes in Portland and 32 surrounding counties.

KOIN-TV • Channel 6, Portland, Oregon
One of America's Great *Influence* Stations
Represented Nationally by CBS-TV Spot Sales

No color telecasts planned in Canada

"The time has not yet come for introduction of color telecasting in Canada," the Board of Broadcast Governors has announced in a statement from Ottawa.

BBG will license only for black-and-white television until color broadcasting and reception have received wider acceptance in the United States and Canadian border areas.

In reaching its decision, the BBG reports that after seven years of color telecasting in the United States, networks this fall plan only a limited number of hours of such telecasts, with NBC planning 1,664, CBS 27 and ABC none. It reports that after seven years the number of color receivers in the U.S.A. is only 500,000, as against 52 million black-and-white receivers.

"Canada has frequently profited by technical experimentation in the United States and from experience there," the BBG states, "and the progress of color telecasting in the United States has been watched closely in Canada. Because of the changing techniques and the slow acceptance of color in the United States, the Canadian Dept. of Transport has not approved specifications for color telecasting, and television stations are not licensed to broadcast in color. The BBG is not prepared at this time to recommend to the Dept. of Transport that it approve specifications for color telecasting. . . . However, the BBG will continue to watch developments."

A number of Canadian tv stations are equipped to broadcast color, including CFPL-TV London, Ont., CHEK Victoria, B.C., and a number of the new stations licensed this year and soon to begin telecasting.

BBG announces deadline for second network bids

Applications for a second Canadian television network franchise will be heard at Ottawa Nov. 29 by the Board of Broadcast Governors. The BBG has announced applications must be in its hands by Nov. 10.

The network franchise will cover a network for the eight stations licensed as second stations in eight major Canadian markets this year. Rules for the establishment of a network, announced in September by the BBG, are likely to limit the number of applicants. Only one applicant is expected to apply, Spencer W. Caldwell of S. W. Caldwell Ltd., Toronto, film distributor and Canadian operator of TelePrompTer, who was one of the unsuccessful applicants for a Toronto tv license last March.

The second tv stations which will make up the network want to own and control the network, while the BBG regulations will only permit the member stations to own 49% of the stock of the network company. Negotiations are still underway for an arrangement which will permit Caldwell or other applicants for the franchise to work with the stations who combined would have a minority interest. The stations want to have a mutual co-operative, open to any other second stations in Canadian cities which may be licensed in future.

Canadian radio-tv set sales gain in August

Radio and television receiver sales in Canada were up in August over the previous months. But total sales for the first eight months of the year were down from the same period last year, according to figures released by the Electronic Industries Assn. of Canada.

Radio receiver sales for August totalled 42,554, highest for any month this year, but lower than last year August at 45,125 units. For the first eight months radio receiver sales were 205,470 units as against 245,168 units last year.

Television set sales in August at 28,091 were second best for any month this year, but below the 31,105 sets in August 1959. For the January-August period tv sets sold totalled 184,155 units this year, 222,552 units in the same period last year.

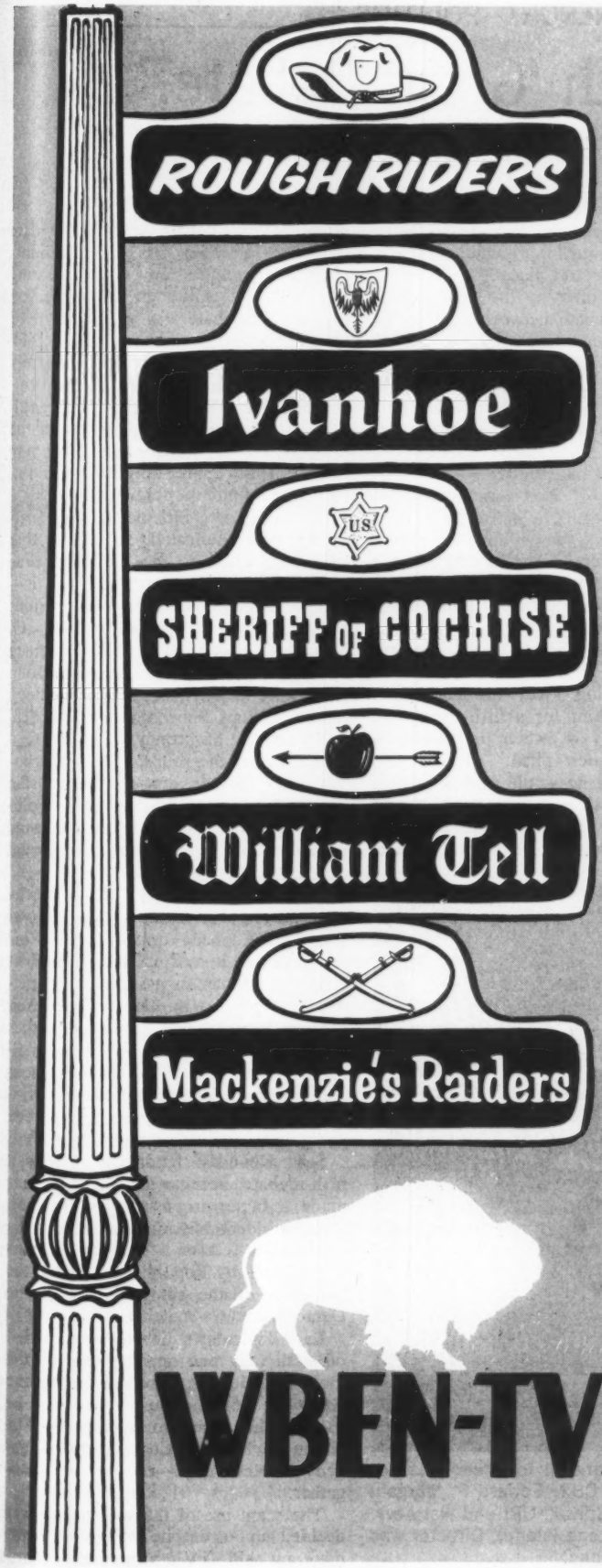
Abroad in brief...

New rep ▪ Paul L'Anglais Inc., is new station representative firm with headoffice at 1405 Maisonneuve, Montreal, Que. The firm will represent CFTM-TV Montreal, a new French-language station of which Paul L'Anglais, veteran program producer, is licensee, and also CHLT-AM-TV Sherbrooke, Que. Guy Daviault is manager of Montreal office, and Gaston Boulanger of an office being opened at Toronto.

CBC-TV sold out—almost

Only two alternating half-hour programs are available on the 1960-61 Canadian Broadcasting Corp. television network, and all network sponsors have signed 52-week contracts, Bill Cooke, CBC English network sales manager stated at Toronto.

"This is CBC television's best commercial year yet," he said. "Sponsorship comes from all important areas of the economy."



WBEN-TV

6pm-6:30

strip programming is

EASY STREET

for spot advertisers

WBEN-TV strip programming of top-rated film shows can put your products on EASY STREET in the Western New York market.

Viewers find the night-after night variety of action and adventure a welcome beginning to their evenings TV fare.

And you'll find it a welcome place to spot your product sales story. Class B rates for the avid, adult audience plus WBEN-TV's outstanding coverage and penetration of the Western New York-Canadian Niagara Peninsula market make these Channel 4 spot-carriers a "best buy" and an attractive package to small-budgeted accounts.

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CBS in Buffalo

Affiliated with WBEN Radio

Will there be a fifth 'Great Debate?'

NETWORKS ARE WILLING AND ABLE—IF CANDIDATES CAN AGREE

The tv and radio networks checked to two seemingly pat hands last week in an important subsidiary issue that has developed between the Democratic and Republican presidential candidates: whether there will be a fifth "Great Debate" between the two to be aired shortly before election day.

ABC, CBS, NBC and Mutual informed the candidates they are ready to co-operate in setting up a fifth tv-radio network simulcast for early November, as Democratic nominee John F. Kennedy has suggested. They also said they are willing to talk over a counter-suggestion by GOP nominee Richard M. Nixon that, instead of a fifth debate, the presently scheduled Oct. 21 hour for the Kennedy-Nixon appearances be turned over to the two vice presidential candidates and another date, before Oct. 28, be set for a full two-hour debating match between the two presidential aspirants.

The networks as of Thursday said they were standing on a joint statement sent to Messrs. Kennedy and Nixon saying in effect: "We are ready to discuss any modifications of the remaining network debate periods. We hope you can agree substantially on something as soon as possible. We are ready to meet with your representatives; just name the time and place."

An earlier offer by the networks of time for a debate between the Democratic and Republican vice presidential candidates, Lyndon B. Johnson and Henry Cabot Lodge, had been rejected by both. (BROADCASTING, Oct. 10). But Sen. Johnson was reported by Democratic Committee sources as agreeable to a meeting with Mr. Lodge "anywhere." Mr. Lodge was quoted as saying the idea of a debate with Sen. Johnson was "something to think about." He could not be reached for further comment later in the week, but a party spokesman said Republicans would "go along."

Fever Pitch ▪ Sen. Kennedy was reported by Democratic spokesmen last week as hoping Vice President Nixon would meet him for a fifth debate on or about Nov. 4, when the campaign is at its "highest pitch." But he also indicated that he would be glad to get any additional tv-radio exposure and would accept Mr. Nixon's proposal for a two-hour set-to as a second choice.

Mr. Nixon's spokesmen said he opposes the fifth debate for the late date suggested because his commitments schedule precludes any such meeting after Oct. 28. Although his opposition to the fifth debate was in the form of his counter-suggestion, his aides took his statement to mean he is firmly against an early November debate.

Neither the networks nor the candidates would speculate last week on the possibility that viewing and listening might fall off appreciably during a full two-hour round of politics.

The idea for a fifth debate—the networks have indicated all along that they were ready to provide more time if the candidates can agree on it—had been proposed over the previous weekend by Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee, Chairman John O. Pastore (D-R. I.) of the committee's ommunications Subcommittee and Sen. A. S. Mike Monroney (D-Okla.), a member of both groups. Sens. Magnuson and Pastore are considered the architects of the congressional resolution which suspended the equal time provisions of Sec. 315 for presidential candidates this year.

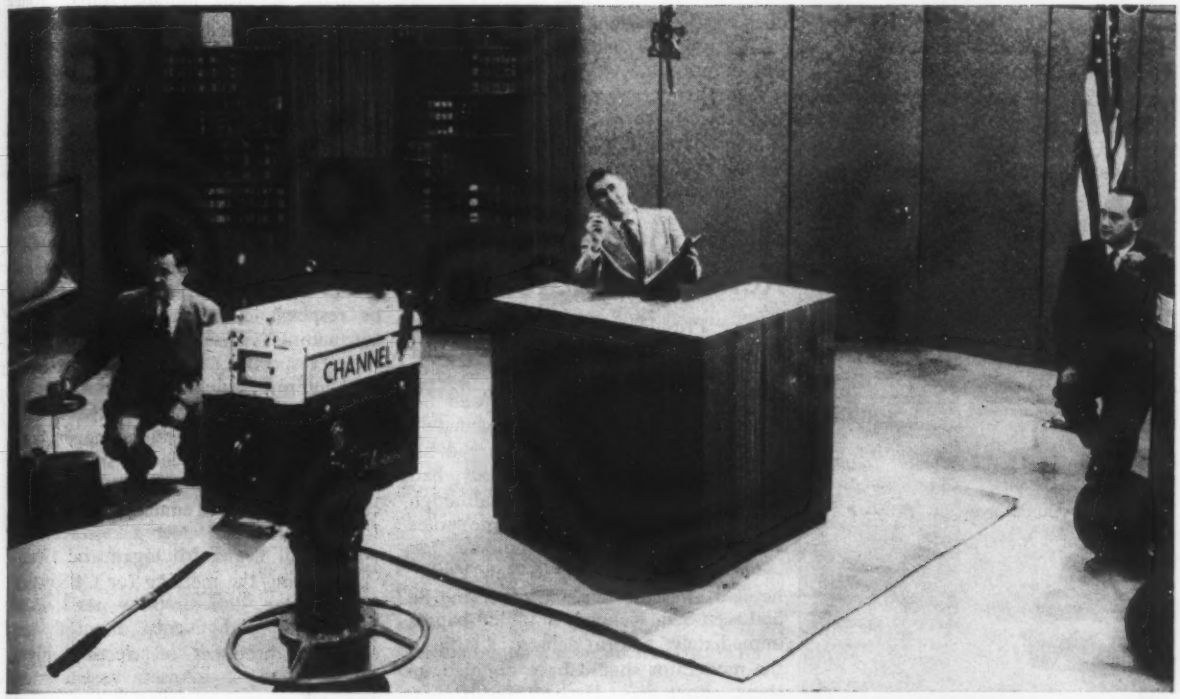
Networks Approve ▪ The networks were prompt to accept the proposal and Sen. Kennedy quickly placed his approval on it. After Vice President Nixon's counter-suggestion, the networks wired that the debates had been held to four by "the expressed wishes of the representatives of the candidates." They thought exchanges about continuing the debate indicate a "critical need" for another meeting between party and network representatives.

Sen. Kennedy reportedly favors a fifth debate because he feels he has made a better impression on tv than Vice President Nixon; because there is Democratic fear of a "tv blitz" of purchased time by Republicians during the last days of the campaign which the Democrats can't match.

Last Thursday's debate was carried off with only one opening shot of the much-heralded split-screen technique ABC-TV had announced would be used to show the two candidates—Mr. Nixon in Los Angeles and Mr. Kennedy in New York—on the screen together.

The scant use of the split-screen was decided upon despite extensive treatment by ABC-TV's promotion depart-

The panel for the second of the "Great Debates" got some split-second instruction from Julian Goodman (r), NBC director of news and public affairs and producer of the Oct. 7 simulcast. The panel (l to r) consisted of Paul Niven, CBS; Edward P. Morgan, ABC; Alvin Spivak, UPI and Hal Levy, 'Newsday' (Long Island). Director was Frank Slingland.



The ABC-TV "Great Debates" set in New York received careful last-minute checks before Thursday's broadcast. David Eschelbacher (l), Ken Palius and Rolf Drucker (r), all of ABC-TV, reviewed the set from every vantage point before Senator John F. Kennedy took the stage. In Hollywood, a separate but identical set was constructed for Vice President Nixon. Each set measured 35 ft. wide by 12 ft. deep and was wood paneled in a soft brown color.

ment—and the newspaper columns—on the pains the network planned to take to see that the physical facilities afforded both candidates would appear to viewers to be "equal." Bill Shadel, ABC newsman, moderated the program. Panelists were Charles Von Fremd, CBS news; Frank McGee, NBC news; Roscoe Drummond, *New York Herald-Tribune,* and Douglas S. Cater, *Reporter* magazine. Mr. Shadel and the panel of newsmen were in Hollywood, but in a different studio from Mr. Nixon's. The control room was also in Hollywood.

Production Crew ▪ Donald G. Coe produced and Marshal Diskin directed the program for ABC. Mr. Coe also served as timekeeper for both candidates. In a last-minute switch, representatives of the candidates agreed to return to the format used in the Oct. 7 debate, with each candidate allotted 2½ minutes to answer each direct question and his opponent given 1½ minutes for rebuttal. Originally it had been planned that each candidate would have three minutes to give his answer and no time would be allotted for rebuttal, although each candidate would have been permitted to use part of his three minutes, if he wished, to answer points previously made by his opponent.

Meanwhile ABC, which will also produce the fourth debate, was proceeding with plans for that as originally scheduled, although preparing also to make whatever changes may be necessary if representatives of Messrs. Nixon and Kennedy reach a suitable agreement on their alternative proposals.

The fourth debate, under the original agreement, is slated for Oct. 21 (10-11 p.m. EDT) at the ABC studios in New York. Quincy Howe of the ABC News staff has been designated as moderator and John Edwards as ABC News' representative on the panel of questioners. CBS, NBC and Mutual will also name one panelist each. Messrs. Coe and Diskin will again produce and direct, respectively.

Kennedy: no ad tax

Based on what he knows about it now, Sen. John F. Kennedy would oppose a tax on advertising. The presidential candidate took that stand last week at a conference of the Associated Business Publications in New York. He said he had not discussed such a tax, never proposed it and would oppose it unless someone advances better reasons than he's heard "superficially" to date. The question was motivated by critical remarks about advertising, and suggestions for a tax on it, by Arthur Schlesinger Jr., a Kennedy adviser.

The Oct. 21 debate will have something new—"cottages" for the two candidates.

Last week, to make it unnecessary for the candidates to leave their respective studios after they arrived for the telecast, ABC authorities set aside in-studio quarters in Los Angeles for Mr. Nixon's use but, lacking similar built-in facilities in New York, had to construct the equivalent. They built a two-room cottage, consisting of an office and drawing room.

Another Cottage ▪ For the Oct. 21 broadcast they are building a second cottage in the New York studio. It will be identical to that used by Mr. Kennedy last week. But they expect to dress them up—with picket fences, shrubs and other plantings (identical, of course).

The sets were designed by George Corrin of ABC-TV, New York. Engineering facilities were arranged by Robert Trachniger, manager of tv engineering operations, ABC-TV, Hollywood. Jack Sameth was the director in New York, under Mr. Diskin in Hollywood. Frederick Schuhmann, director of production service for ABC-TV, was in charge of arrangements of production and security.

Meanwhile, spot tv buying by both parties began accelerating last week. The Republicans, through Campaign Assoc., New York, have purchased the 9:30-10 p.m. period on CBS-TV for

Advertisement

Television Views

By Tom Chauncey
Pres. KOOL Radio-TV
PHOENIX, ARIZONA

YOUTH, MATURITY & TV

Librarians know that younger people are reading better books years earlier than ever before. One report shows youngsters borrowed eight times as many books in '58 as in '54. While Lincoln, Nebraska's population had increased 30% in ten years, the book borrowing has increased 100%. Shallow literature is now less read, with New York's 75 branch system reporting up to half of last year's adult-book readers were between the ages of 13 and 18, whereas a national survey indicates teenagers of 1960 read two years ahead of their counterparts of '35.

TOM CHAUNCEY

The capacity for responsible and penetrating thinking now develops earlier in life. Maturity in the United States has a continuing trend toward a younger common denominator. In refutation of the darkest predictions, Margaret Scoggin, co-ordinator of Young Adult Services for New York Public Libraries says, "Any story which appears on television creates an instant demand for the book in the libraries." Television encourages more reading and earlier maturity.

For a good story turn to "Witness" on KOOL-TV, CBS, Channel 10, at 9:30 P.M. Thursday.

REPRINTED FROM THE ARIZONA REPUBLIC AND PHOENIX GAZETTE, THURSDAY, OCTOBER 6th, 1960.

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Oct. 31. The GOP also is ready to go ahead with a national tv spot campaign in the top 100 markets, starting later this month.

The Democrats, too, were busy with tv spot purchsaes, but Democratic headquarters, though acknowledging buying was in progress, said purchases have not been definitely confirmed.

Nixon notes Kennedy's notes

Vice President Richard Nixon, who said during last Thursday's debate that a man in the public eye ought to keep his temper under control, allowed his own to desert him briefly immediately after the telecast when he charged his opponent, Sen. John F. Kennedy, had used notes during the debate although there was a prior agreement no notes would be used by either candidate.

"Somebody fouled up in New York," he said after the telecast, observing he had seen Sen. Kennedy shuffling papers immediately before debate. "I think the moderator should have done something about it." Herbert Klein, Mr. Nixon's news secretary, seconded Mr. Nixon's views, saying the original agreement among candidates and network spokesmen prohibited the use of notes.

ABC-TV newsman Bill Shadel, who moderated the debate, said he saw Mr. Nixon after the telecast but no mention had been made of the notes.

Pierre Salinger, Sen. Kennedy's news secretary, said there had been no original agreement prohibiting notes and that Sen. Kennedy merely read verbatim statements quoting President Eisenhower and others.

John Daly, ABC vice president of news and public affairs, said the original agreement did prohibit use of notes. When ABC officials saw Sen. Kennedy reading the documents they presumed verbatim texts of public statements were not included in the ban, he said.

"This is obviously an area for further study," he added.

Mr. Nixon said that at one point in the debate he attempted to summarize Sen. Kennedy's views on one subject from a public statement the latter had made. A copy of the statement would have been helpful, he said, but because of the no-notes ban he had to depend on his memory.

Election coverage plans arranged by CBS News

State-by-state vote reporting procedures for election night coverage are currently being finalized by the CBS News Div. in a series of meetings with news directors and other reporters of major network affiliates throughout the country.

Arrangements were completed in Chicago Tuesday for midwest feeds from 13 states to CBS News headquarters in New York on Nov. 8. Attending were network representatives and news directors from 12 key affiliates. The feeds will include state results on the presidential, senatorial, gubernatorial and key congressional races and be telephoned directly to New York.

Key CBS reporters in each state will be responsible for the feeds and also for setting up satellite operations in their respective areas. Commentary and interpretation will be supervised out of CBS-Chicago by Bernard Eismann, Chicago bureau manager and staff correspondent. States included in the midwest periphery are Illinois, Wisconsin, Indiana, Tennessee, Missouri, Iowa, Minnesota, Nebraska, Kansas, Oklahoma, Texas, Michigan and Ohio.

Attending the meeting for CBS were Sam Zelman, director of tv news; Paul Levitan, special events director and executive producer of election night coverage; Mack Johnson, assistant on political coverage, commentators Stuart Novins and Bill Downs, and Mr. Eismann among others. Meetings also are being held on the east and west coasts and in southern regions.

DEBATE NOSE COUNT

3.7 million more tuned second round

The combined tv-radio audience for the second Nixon-Kennedy debate (Oct. 7) was 4% larger than the first, according to Sindlinger & Co. The comparative totals: 89,909,000 for the second go, 86,261,000 for the first.

Sindlinger's research counted 70,241,000 tv viewers (against 69,142,000 for the first debate), and 19,668,000 radio listeners (against 17,119,000). These figures include sizable out-of-home audiences.

Another audience count on the second debate, released last week by ARB, found a drop-off in tv viewing compared to the first meeting (61 million against 75 million). But ARB's counts do not include out-of-home. On an in-home basis, Sindlinger's tv count of 62,977,000 corresponded closely with ARB's figures.

The bigger bonus of out-of-home viewing came to radio, Sindlinger reported. The 9,588,000 who listened in cars, at work and in public places was almost as big an audience as the 10,080,000 who listened at home. Tv's out-of-home audience was 7,264,000.

Sindlinger's study, conducted by

3,251 telephone interviews Oct. 8 and 9, also asked for opinions on who won the debate. Mr. Nixon had the edge in the second debate, gaining 31% in the number of viewers who thought he'd won the debate, compared with those who thought he'd won the first. Sen. Kennedy, too, gained in numbers in the second time, but by only 11%. After the first debate 22,740,000 (26.4% of the audience) thought Sen. Kennedy had won, compared to 20,239,000 who gave the edge to Mr. Nixon. After the second debate, 27,205,000 (30.5%) said Mr. Nixon had won; 25,216,000 (28.2%) thought Sen. Kennedy had won.

In analyzing results of the second telecast on a regional basis, Sindlinger concluded that Sen. Kennedy had lost ground in the East, gained in the South and held steady in the Midwest and West. Mr. Nixon made gains in all sections of the country except the West.

Political sidelights . . .

Loophole ▪ Republicans in Texas have served notice that since Democratic vice presidential candidate Lyndon B. Johnson also is running for reelection to the Senate they're going to demand equal time for the Republican senatorial candidate for every Johnson appearance free on a Texas tv or radio station. Equal time for GOP senatorial aspirant John G. Tower will be asked for Sen. Johnson's appearances on *Presidential Countdown* (CBS-TV, Sept. 26) and *Face the Nation* (CBS-TV, Oct. 2), GOP Chairman Thad Hutcheson said. He added: ". . . We cannot agree to any theory that Sen. Johnson can wear his vice presidential candidate's hat on some appearances and his senatorial hat on others. He is a candidate for . . . the U.S. Senate and will be viewed in this role in every broadcast appearance in Texas between now and election day. . . ."

Handicap ▪ President Eisenhower thinks Vice President Nixon is giving away odds to appear in the televised "Great Debate" programs, according to attorney John Dempsey Jr. of Wellesley, Mass. Mr. Dempsey said the President told him as much during a conversation last week in Washington. Although Mr. Eisenhower thinks Mr. Nixon has done an excellent job in the first two debates, Mr. Dempsey said he was told, the President said in effect he doesn't think tv debates are a sound idea politically for the man in office, who is in position to be criticized and second-guessed by a man not in office. Mr. Dempsey didn't explain, but apparently the President distinguishes between a candidate holding office in the executive branch and in the legislative, as does Sen. Kennedy.

Political barbs ▪ WGMS Washington, not carrying last Thursday's Great Debate, nevertheless arranged for a Mort Sahl demi tasse at 8:30 p.m. The comedian, currently gaining attention for his political barbs, held a news conference on arrival in Washington Thursday afternoon. WGMS taped the entire proceeding for use immediately after the latest Nixon-Kennedy bout.

Campus coverage ▪ KNXT (TV) Los Angeles is doing live remote telecasts of one-hour talks by both presidential candidates on the U. of Southern California campus. Mr. Nixon's address to area college students and answers to their questions were telecast Oct. 14 from 10:30-11:30 a.m. from the university's Alumni Memorial Park and a talk by Sen. Kennedy on Nov. 1 will be carried at the same hour. Robert D. Wood, vice president of the CBS-owned station, said the telecasts are being made in association with the university.

Late for lunch ▪ The face-to-face debate technique will be utilized by WGN-TV Chicago Oct. 20 for Illinois senatorial candidates. Democratic incumbent Paul H. Douglas and Republican nominee Samuel W. Witwer will speak at a luncheon of the 42d annual meeting of the Illinois State Chamber of Commerce in that city. The debate, first face-to-face encounter of the candidates during the current election campaign, will be carried by WGN-TV that evening (10:15-11:30 p.m.) and by WGN radio (8:15-9 p.m.).

State debate ▪ Two hour-long debates were carried in prime time by KWTV (TV) Oklahoma City on Sept. 8 and 15 on three proposals by Gov. J. Howard Edmondson for changes in the state constitution. The debates were of the formal type, with Gov. Edmondson and attorney W. J. Holloway teamed against opponents Martin Hauan of Oklahomans for Local Government and state Sen. Ed Berrong. Bruce Palmer, news director, organized and produced the debates, and Gene Linder, production chief, produced them. The proposed changes were defeated in a Sept. 20 vote.

Potluck ▪ A series of eight 15-minute segments called *What's Cooking With the Stars?*, featuring tv and screen stars discussing Democratic candidates with well-known Democratic political figures, is being carried on KABC-TV and KTTV (TV) Los Angeles up to election day under sponsorship of "Teas for Tv," women's division of the California Democratic Central Committee. The series was produced by Mobile Video Tapes Inc., L.A., and moderated by Mercedes McCambridge.

David's slingshot misses target; wounds sponsor only

Soviet Premier Nikita S. Khrushchev's appearance on WNTA-TV New York's *Open End* program on Oct. 9 touched off a chain of events, including cancellation by Sutro Bros. of its portion of the program. Also the station was criticized for inserting Radio Free Europe spots during station breaks. Widespread critical reaction approved the airing of the program but questioned David Susskind's capabilities in the role of the interviewer.

Sutro Bros., New York, an investment company, which had been the sponsor of the first half of *Open End* for two years, announced it was withdrawing from the program because the station had declined to carry a message during the telecast, stating that Sutro was not sponsoring that particular program. Sutro held a news conference on Monday (Oct. 10) pointing out that it considered its contract broken because WNTA had refused to carry the disclaimer message. A spokesman said the company's wish to "disassociate" itself from the Khrushchev program rested on the belief that the Soviet premier would use the telecast as "a propaganda platform." The contract had 12 more weeks to run.

In ratings, the program emerged third in New York, behind WCBS-TV and WNBC-TV between 9 p.m. and 12 midnight, according to Arbitron. For example the Jackie Gleason special on WCBS-TV between 9:30-9:45 p.m. scored 35.2, as compared with 7.6 for *Open End* and *Candid Camera* on WCBS-TV achieved a 34.7 between 10-10:15 p.m., as against 8.7 for the Khrushchev telecast. The American Research Bureau reported that the Khrushchev show reached an average of 360,000 homes in the New York area between 9-11 p.m.

The audio portion of the program was carried on more than 200 radio stations and the tv show was carried live on six educational tv stations and four commercial stations; WNTA-TV; WHCT (TV) Hartford, Conn.; KPLR-TV St. Louis; and WIBW-TV Topeka, Kan. On a delayed basis, it was carried on the BBC, the CBC, the Australian Broadcasting Commission outlets and the NHK network in Japan.

The program ran for more than two hours—from 9 p.m. to 11:10 p.m. At the conclusion, a panel of well-known newsmen discussed the show. The panel continued on the air until 12:45 a.m. Monday.

The telecast had extensive newspaper coverage. More than 100 reporters viewed the show on monitors in the press room of the United Nations in New York, where *Open End* originated that night. The program was given page one treatment by several New York newspapers the next day, and, according to WNTA spokesman, attracted "considerable newspaper space in metropolitan newspapers throughout the country."

The newspaper reviews the next day (Oct. 9) largely defended the station's right to carry the program but were critical of Mr. Susskind's role as interviewer and the station's decision to insert free plugs for Radio Free during station breaks.

The other regular sponsor of *Open End*, Thermo-Fax Sales Corp., San Jose, Calif., also withdrew from the Khrushchev telecast but plans to remain on the program.

A WNTA spokesman said the program resulted in "more than 5,000 telephone calls" on the night of the telecast and the next two days but said it "is impossible to evaluate them." Some calls objected to the Soviet premier's appearance on the show and others voiced approval. The spokesman said: "The calls came in so furiously that our switchboard operators could not keep up a running tabulation."

WNTA officials reported they had received "highly favorable" reports from educational stations which had carried the program live. KQED (TV) San Francisco said an appeal for new subscribers at $10 each resulted in 187 new subscriptions. An appeal for donations by KVIE (TV) Sacramento brought in a total of $675. Some of the educational tv outlets, WNTA officials said, planned to repeat the Khrushchev telecast.

WTTG (TV) Washington, and KTTV (TV) Los Angeles which air *Open End* on a delayed basis, last week announced they would not telecast the Khrushchev appearance.

Film sales...

Big 10 Football (Sportlite Inc.): Half-hour series sold in 30 midwest markets, with Prudential Insurance Co. of America purchasing program for WGN-TV Chicago, WCIA (TV) Champaign, WICS (TV) Springfield, WREX-TV Rockford, KHQA-TV Quincy, all Illinois, and WTVW (TV) Evansville, WISH-TV Indianapolis, and WKJG Fort Wayne, all Indiana. The series has also been made available to the Armed Forces Radio & Tv Service.

Sea Hunt (Ziv-UA): Renewed by Bristol-Myers for WCBS-TV New York and by Standard Oil of California for stations in Los Angeles; San Francisco; Salt Lake City; Sacramento; Fresno; Spokane; Seattle-Tacoma; San Diego; Portland; Yakima; Bakersfield; Phoenix;

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Order your copy of "The Show Is On Video Tape," booklet of three television case studies in planning and production of a network commercial, a drama program and a local "spectacular." Send 25¢ in coin to cover mailing and handling to 3M Co., Box 3500, St. Paul 6, Minnesota.

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Eugene-Roseberg; Medford; Salinas; Monterrey; Boise-Nampa; Eureka; Klamath Falls; San Luis Obispo, and Honolulu.

Lock Up (Ziv-UA): Sold to R. J. Reynolds and Italian Swiss Colony Wine for KRON-TV San Francisco; Pioneer Hi-Bred Corn Co. for KELO-TV Sioux Falls, S. D.; and to WMCT (TV) Memphis; KTVO (TV) Kirksville, Mo.-Ottumwa, Iowa, and KMJ-TV Fresno, Calif. Now in 191 markets.

Assignment Underwater (NTA): Sold to American Hardware & Supply Co. for KDKA-TV Pittsburgh and undisclosed stations in following cities: Rochester, Buffalo, Huntington-Charleston, W. Va., and Harrisburg, Pa.

CBS Newsfilm (CBS Films): Sold to WRDW-TV Augusta, Ga.; KRCG (TV) Jefferson City, Mo.; WREX-TV Rockford, Ill.; WTOL-TV Toledo, Ohio, and KOLO-TV Reno, Nev. New foreign subscribers are Fuji Telecasting Co., Tokyo, Japan; CFCN-TV Calgary, and CHAN-TV Vancouver, both Canada, and Productores Television Assoc., Montevideo, Uruguay.

M Squad (MCA-TV): Sold to KTTV (TV) Los Angeles; KPLR-TV St. Louis; WMAL-TV Washington, D. C.; WALA-TV Mobile; KOOL-TV Phoenix; KTSM-TV El Paso, and KSYD-TV Wichita Falls, Tex. Now in over 20 markets.

R. C. M. P. (California National Productions): Sold to Ford Motor Co. for WWTV-TV Cadillac, Mich.; KID-TV Idaho Falls, Idaho, and KOOK-TV Billings, Mont., and to KRBB-TV Great Falls, Mont.; WTTV (TV) Indianapolis; KYTV (TV) Springfield, Mo.; WCYB-TV Bristol, Va.; WSBA-TV York, Pa.; KPIX (TV) San Francisco; WAGM-TV Presque Isle, Me.; WJAC-TV Johnstown, Pa., and WDBJ-TV Roanoke, Va. Now in 83 markets.

CHRISTOPHER AWARDS

Nine programs chosen for exceptional merit

A total of 37 producers, directors and writers, representing four NBC-TV programs, three CBS-TV programs and two on ABC-TV, were named winners today (Oct. 17) of the annual Christopher Television Awards for the year ended Sept. 25. Winners were cited by Father James Keller, founder of The Christophers, who said their programs "exemplified the great potential of television to inform, inspire and entertain."

Recipients of the bronze medallion inscribed with the Christopher motto, "Better to light one candle than to curse the darkness," are:

Producer Harry Ackerman, director Norman Tokar and writers Joe Connelly and Bob Mosher for "Teacher Comes to Dinner" on *Leave It to Beaver* (ABC-TV, Nov. 28).

Executive producer Bob Banner, producer Joe Hamilton, director Julio Di Benedetto, choreographer Ernie Flatt, music arranger Irwin Kostal and writers Vincent Bogert, Doc Simon, Coleman Jacoby and Arnie Rosen for *The Garry Moore Christmas Show* (CBS-TV Dec. 22).

Producer Ed Sullivan, associate producer Marlo Lewis and director John Ray, *Ed Sullivan Show* (CBS-TV, Jan. 24 and Aug. 28).

Producer-director Clark Jones and writers Herbert Baker, Billy Friedberg and Will Glickman, *Perry Como's Kraft Music Hall* (NBC-TV, March 16).

Producer Burton Benjamin, writer James Dugan and musical composer Franz Waxman, "The Mysterious Deep" on *Twentieth Century* (CBS-TV, March 27 and April 3).

Producer Frederick Heider, director Jack Sameth and writer Draper Lewis, *Music For a Spring Night* (ABC-TV, March 30).

Producer-writer Lou Hazam and photographer Joe Vadala, "Way of the Cross" on *World Wide 60* (NBC-TV, April 16).

Producer-director Donald B. Hyatt, writer Richard Hanser and musical director Robert Russell Bennett, "Mark Twain's America" on *Project 20* (NBC-TV, April 22).

Executive producer Julian Goodman, producers Reuven Frank and Elmer Lower, supervisor William R. McAndrew and anchormen Chet Huntley and David Brinkley for coverage of the national political conventions (NBC-TV, July 11-15 and July 25-28).

New show ratings aren't spectacular

For the most part, the new fall television shows making their first appearances on the networks last week didn't fare spectacularly well in ratings. One exception was CBS-TV's *Bringing Up Buddy*, which outdistanced *Surfside Six*, an earlier new entry on ABC-TV, and a political special featuring President Eisenhower on NBC-TV. The following table shows the American Research Bureau Arbitron National ratings for new series started during the period Oct. 6-Oct. 12, along with the ratings for the programs opposing them on other networks. New programs, including some that started earlier, are shown in bold face.

	ABC		CBS		NBC	
Thurs. Oct. 6						
9-9:30	**My 3 Sons**	21.8	**Angel**	10.7	Bachelor Father	17.8
Fri. Oct. 7						
8:30-9	**Flintstones**	18.3	**Route 66**	14.0	**Westerner**	17.8
9-9:30	77 Sunset	18.1	**Route 66**	11.3	E. Roosevelt Special	26.3
9:30-10	77 Sunset	20.4	**Mr. Garlund**	14.9	E. Roosevelt Special	20.9
Mon. Oct. 10						
8:30-9	**Surfside Six**	14.6	**Bringing Up Buddy**	19.5	Eisenhower Special	7.7
Wed. Oct. 12						
9-9:30	**Hawaiian Eye**	12.6	**My Sister Eileen**	14.8	Perry Como	22.9
10-10:30	Naked City	9.4	**Armstrong Theatre**	24.3	**Peter Loves Mary**	17.1

L. A. Emmy's to be given over manager's protest

Despite opposition from managers of the seven Los Angeles television stations, the Los Angeles chapter of the Academy of Television Arts & Sciences is going ahead with plans to give Emmy awards on the local level at its Beverly Hilton Hotel membership meeting on Oct. 27.

Stressing that there is no feud betweenn station managers and the academy, Elton Rule, KABC-TV manager, said that there was unanimous objection to the method of voting and to the categories and station managers as result will have no part in it.

The managers, in a three page signed statement, declared they are not officially endorsing or cooperating as stations in these awards. They suggested "the local awards be postponed until such time as the stations can meet and work out with the academy a procedure for local awards which would better suit the community."

Gail Patrick Jackson, Los Angeles chapter president, in reply said "the mandate of our membership compels us to proceed with this year's local awards as planned." She pointed out that the nominating ballots are in and have already been tabulated and further

Shrimp Creole OLD NEW ORLEANS FAVORITE

Prepared by Chef Dan Evans at the Pontchartrain Hotel

WWL-TV... new New Orleans Favorite

Here's how to make Shrimp Creole:

Put 3 tbsp. shortening in heavy pot; heat. Chop 1 large onion, 2 stalks celery, 2 small green peppers. Sauté in hot shortening until tender, but do not brown. Add two cups canned tomatoes, 1 cup tomato paste, 2 bay leaves, 1 lb. peeled and deveined shrimp. Cook 45 minutes to 1 hour. Salt and pepper to taste. Serve over base of cooked rice. (Rice should be steamed until light & fluffy.) Serves 4. Superb with a bottle of rosé wine.

Seven days each week the New Orleans audience now gets comprehensive reports of local and world news on WWL-TV — New Orleans' most *alert* reporter. WWL-TV's expanded news coverage includes:

Mon. thru Fri.	15 minutes of news 8:00-8:15 a. m. 45 minutes of news, sports and weather each afternoon 5:45-6:30 15-minute news final nightly 10:30-10:45
Sat.	30 minutes of news, sports and weather 6:00-6:30 p. m. 15-minute news final 10:00-10:15 p. m.
Sun.	15-minute Sunday news special 10:00-10:15 p. m.

Ask Katz about WWL-TV's big new news lineup.

WWL-TV CBS
NEW ORLEANS

stated the awards will be presented at the general membership meeting as scheduled.

Local Emmy awards were discontinued two years ago because of dissatisfaction by the Los Angeles station managers with categories and methods of selection.

Court rules against post-'48 sale restraint

New York Supreme Court Justice Saul S. Streit last week denied an application for an injunction by Triangle Publications to restrain the Seven Arts Associated Corp., New York, from selling the post-'48 Warner Bros. features in the five areas in which Triangle owns and operates tv stations.

Triangle had contended that it had an option from P.R.M. Inc. and Associated Artists Productions, which marketed the pre-'48 features, to buy the post-'48 films and further claimed that Seven Arts was in essence, a successor company to P.R.M. and Associated Artists. (BROADCASTING, Sept. 26). In denying Triangle's application, Judge Streit asserted "there is no proof whatsoever that Seven Arts is a dummy corporation controlled by P.R.M. or Associated Artists."

Yogi to go solo in January

Screen Gems Inc., New York, has concluded the sale of its third animated tv program from Hanna-Barbera Productions to the Kellogg Co., via Leo Burnett Co., Chicago. One of the comic characters in the *Huckleberry Hound* tv series, "Yogi Bear," has been deleted from future episodes to head a new show of his own this season. The half-hour *Yogi Bear Show* will be sponsored by Kellogg on more than 130 tv stations, starting in January 1961.

With the sale of *Yogi Bear*, Hanna-Barbera Productions, through Screen Gems, will have four animated shows telecast on a national basis. Besides *Huckleberry* and *Yogi, Quick Draw McGraw* is sponsored by Kellog on over 180 stations and *The Flintstones* show is on ABC-TV, under sponsorship of Miles Labs and R. J. Reynolds.

A personality building series

Commercial Recording Corp., Dallas, has developed a series of announcements and jingles designed to give a radio station its own personality in sound. Mel Blanc, Hal Peary, Sterling Holloway, Marjorie Main and others have recorded 20 comedy vignettes, each less than one minute in length, to brighten station formats. Don Elliot, jazz musician and composer, has recorded 20 musical bridges of various lengths. The two series are part of a complete station personality package called "Radio U.S.A.," which provides an overall sound which cannot be duplicated by a competing station, according to CRC.

COLOR CAST

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Oct. 17-21, 24-26 (6-6:30 a.m.) **Continental Classroom** (modern chemistry, sust.

Oct. 17-21, 24, 26 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Oct. 17-21, 24-26 (10:30-11 a.m.) **Play Your Hunch,** part.

Oct. 17-21, 24-26 (11-11:30 a.m.) **The Price Is Right,** part.

Oct. 17-21, 24-26 (12:30-1 p.m.) **It Could Be You,** part.

Oct. 17-21, 24-26 (2-2:30 p.m.) **The Jan Murray Show,** part.

Oct. 17-20, 24-26 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Oct. 19, 26 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Oct. 19, 26 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Oct. 20 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

Oct. 22 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Oct. 22 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** Gen. Mills through Dancer-Fitzgerald-Sample.

Oct. 22 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Oct. 23 (6-6:30 p.m.) **Meet the Press,** sust.

Oct. 23 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson and Beechnut through Young & Rubicam.

Oct. 23 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

Oct. 24 (9:30-11 p.m.) **The Hallmark Hall of Fame,** Hallmark through Foote, Cone & Belding.

Michaels returns to KTLA (TV)

Pat Michaels, who was suspended from newscasting on KTLA (TV) Los Angeles Sept. 28, has been reinstated on his own half-hour weekly program following a study by the station. Mr. Michaels had been cited by a grand jury for refusing to reveal his news sources in connection with a documentary on anti-Semitism in Elsinore, Calif.

Mr. Michaels had been part of the KTLA Monday-Friday newscasts, *The Big Three* at 6:45-7 p.m. and *Big Three Final* at 11-11:15 p.m. Suggesting that his news programs had "tended toward sensationalism," KTLA suspended him "to engage in a detailed study to determine . . . whether [his] newscasts . . . can be integrated into the news programming and policies of KTLA." After the study, the station decided Mr. Michaels' ability to uncover news features of local interest made him better suited to a half-hour weekly format.

Program notes...

Mobile tape ▪ Magna Film Productions Inc., Boston and Watertown, Mass., is reported to be ready to meet expanded programming requirements in New England with its new mobile television tape recording unit. The company has acquired an Ampex 1001A compact Videotape recorder, mounted in a walk-in panel truck, which may be used for on-location recording or connected to studio facilities at Magna's new film and tv operations center at 55 Berkeley St., Boston.

Faster tempo ▪ Video Tape Unlimited Inc., N.Y., increased its activities with the addition of a completely custom-built video tape bus, which was built in Hollywood at a cost of $350,000. Henry R. Alexander, president of Video Tape Unlimited, invites interested producers and agencies to set up appointments by phone and he will drive the air-conditioned, 40-foot unit to the "front door" of their offices for a complete 15-minute demonstration.

Moral values ▪ *The Hour of St. Francis,* a continuous series of inspirational dramatic radio programs for the past 14 years, will be available Nov. 13 in a tv version free of charge to stations which will offer a favorable time segment. The series of 13 half-hour tv programs will feature professional direction and acting with such hosts as Raymond Burr, MacDonald Carey, Danny Thomas and Jane Wyman. The programs are financed by The Third Order of St. Francis, L.A., as a missionary effort.

Religious feature ▪ The Protestant Radio & Television Center, Atlanta, has produced a new series of two weekly 15-minute radio programs entitled *Take Time for Thought* which it offers gratis to stations for Monday-Wednesday or Tuesday-Thursday scheduling. Sponsored by the Presbyterian Church, U.S., the series features speakers who have appeared previously on the *Protestant Hour* radio network. The new program is being used on over 150 stations, according to the center.

Yearend reviews ▪ Hearst Metrotone News Inc., New York, announces the availability of its annual yearend wrap-up tv programs *News Review of 1960* and *Sports Review of 1960.* The programs have been offered for the past 12 years. Last year, Gillette sponsored *Sports Review* on Christmas Day over the full NBC-TV network. This year, both programs are offered on an exclusive basis in each market, to be used separately or combined back-to-back

Wherever the federal government gets into business, it starts with built-in advantages—subsidies and various kinds of exemption from taxes.

Thoughtful people—and particularly businessmen who have to compete on a handicapped basis—wonder if this is constructive in any way—or simply destructive of American business enterprise.

An example is the federal government's venture into the electric light and power business. Proponents of federal "public power" boast that its rates are lower than those of the independent electric companies. And at the same time, they insist on preserving the special status that makes those rates possible.

Federal power systems pay no federal income taxes and little or no state and local taxes—contrasted with investor-owned systems, which produce 23 cents in taxes out of every dollar of revenue. In fact, federal "public power's" plants and lines were paid for by more than $5,000,000,000 *in taxpayers' money*. And the spending of many billions *more* is proposed!

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Tv classics ▪ Six two-hour dramatic programs based on classical works, are being distributed to 48 educational tv stations this fall by the National Educational Television & Radio Center, New York. The series, called *NET Drama Festival,* was compiled from various sources, including the BBC, CBC and WQED (TV) Pittsburgh. The productions are: *The Tragedy of Julius Caesar, Henry IV, Lower Depths, The Master Builder, She Stoops to Conquer* and *The Death of Socrates.*

'Shrimp' set ▪ Four Star Television has signed contracts for Format Films to produce a half-hour animated tv series, *The Shrimp,* created by Sy Gomberg and based on Mr. Gomberg's magazine stories.

Film series sold ▪ Herts-Lion International, Hollywood, tv and motion picture producing company, reports the sale of two tv programs to ABC Films Inc., N.Y. The first still in script stage, is a half-hour series entitled *Famous Ghost Stories,* starring Vincent Price, and is planned for network use. Production starts on the 39 episodes in early December, and the release date will be sometime in January. The second, a five-minute interview series called *The Inquisition,* was bought for syndication. Herts-Lion is scheduled to make 200 episodes, starring Paul Frees of *The Millionaire* series. Its format consists of "interviews" with infamous people in history, such as Nero, Hitler and Pancho Villa.

Mexican soap opera ▪ KHJ-TV Los Angeles has arranged to telecast a soap opera produced in Mexico daily at 9:30 a.m. in Spanish without English subtitles. KHJ-TV has signed a contract with Tele-Programas of Mexico, a subsidiary of Mexico's tv network, Televicentro. Each story runs for 10 weeks, after which a new cast and story are introduced.

Miami locale ▪ Ziv-United Artists has offered a new "suave-action" mystery adventure tv series for sale. Titled *Miami Undercover,* the program stars Lee Bowman and marks the sixth syndicated release by Ziv-UA this year. Sales meetings to launch *Miami Undercover* were held simultaneously in New York, Chicago, Los Angeles and Cincinnati, Ohio.

Kids, kids ▪ Programs for Television Inc., N.Y., has acquired distribution rights to *Art Linkletter and the Kids,* a new quarter-hour filmed tv series. The 78-program John Guedel production presents Mr. Linkletter in ad-lib interviews with four youngsters.

Fore! ▪ Martin Enterprises Inc., Chicago, has purchased the national television rights to the Palm Springs Golf Classic (Feb. 1-5, 1961). Martin Enterprises is now offering the rich 90-hole tournament coverage to sponsors. It has also made a similar arrangement with the promoters of the Los Angeles Open golf tournament. The company says sponsorship, network and number of hours to be televised will be announced prior to Jan. 7, 1961.

GOVERNMENT

FCC DUCKS FREE-FOR-ALL

It restricts witness list in pay tv hearing; Leland Hayward to direct Phonevision programs

Next week's subscription tv hearing before the FCC shapes up as one of the thinnest proceedings thus far on this 10-year-long controversial issue.

Only two groups have been authorized to fully participate as parties. They are Hartford Phonevision Co., licensee of ch. 18, WHCT (TV) Hartford and the Connecticut Committee Against Pay Tv. In previous hearings and proceedings on this subject, the FCC has been flooded by hordes of witnesses and pleadings for and against the pay-to-see tv idea.

Approved as a non-party participant last week was NAB. Charles H. Tower, NAB tv vice president, was told he would have about 30 minutes to testify as a public witness, subject to cross examination.

The NAB television board last week reaffirmed its opposition to the use of the airwaves for pay tv.

Hartford Phonevision is owned by RKO General Inc. and has asked the FCC for permission to try out the Phonevision system of toll tv in Hartford. It proposes to spend $10 million in the three-year test. Associated with RKO General are Zenith Radio Corp. and Teco Inc. Zenith is the developer of Phonevision. Teco is licensed by Zenith to promote the system, and last week announced the appointment of theatre and motion picture producer Leland Hayward as director of programming for Phonevision. (CLOSED CIRCUIT, Oct. 10).

Included in the opposition Connecticut Committee's group are five Hartford theatre owners: Stanley-Warner, Loew's, Connecticut Theatres, Manchester Drive-In and Outdoor Theatres.

Leland Hayward
Phonevision P. D.

The hearing, scheduled to begin Oct. 24 before the full FCC, was ordered two weeks ago (BROADCASTING, Oct. 3).

The Hartford application was filed in response to an FCC notice and order which stated that the commission would accept applications for test demonstrations of various pay tv systems. This was issued last year. The RKO General application is the first and only application filed so far.

Teco to Furnish Programs ▪ In announcing Mr. Hayward's association, Teco President Pieter E. van Beek said that this would permit Teco to become one of the program suppliers for the Hartford test.

Mr. Hayward declared: "There are 50 million American families waiting to have box office entertainment delivered at home. If it is good enough, they will buy it. And if it is not, they will spend their money on some other recreation. It is as simple as that."

Subscription tv, Mr. Hayward said, is in essence the largest theatre ever built. If the right programs are presented, he added, it will "give us the largest number of box office customers the entertainment industry has every had." This may mean a new era in entertainment, he stated, and called for the support of "everyone who belongs in show business."

Mr. Hayward currently is represented on Broadway with "The Sound of Music" and "Gypsy." He has been identified with such stage productions as "A Bell for Adano," "State of the

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Union," "Mister Roberts," "Call Me Madam," "South Pacific," and such Hollywood films as "Mister Roberts," "Spirit of St. Louis," and "The Old Man and the Sea."

Mr. Hayward's producing successes have also included the *Ford 50th Anniversary Show, The Fabulous Fifties* and other specials.

Opposing a request by the Connecticut Committee that the hearing should require more specific information on programming plans, RKO General last week told the commission that it cannot outline in detail a schedule of programs because first it must have FCC authority to begin the test before it can make firm commitments with program suppliers.

RKO General also objected strenuously to a suggested issue which the Connecticut Committee had recommended regarding the effect of the proposed pay tv programming on other program services. If this is meant to refer to television programs available without charge in Hartford, RKO General said, it is already contemplated in the FCC order. But if this is meant to apply to theatre programs or other services available in other media (night clubs, sports, educational institutions), "we strongly object to such an expansion of the issues," RKO General said.

KTWO-TV seeks waiver of multiple owner rule

The licensee of KTWO-TV (ch. 2) Casper, Wyo., has asked the FCC to waive its multiple ownership rule to permit it to operate a second tv station in Casper. The rule says that a licensee may not own more than one station of the same kind, serving a particular area.

There is no similar commercial operation in the country at this time, although the commission now has pending an application from WEAU-TV (ch. 13) Eau Claire, Wis., to operate another station on ch. 25 in Eau Claire (BROADCASTING, April 4). Educational stations have, in the past, been awarded waiver of the multiple ownership rule.

The request for rule waiver was made by Rocky Mountain Tele Stations, which is also the licensee of KTWX-TV Sheridan, Wyo., and KLFM (FM) Long Beach, Calif. The firm told the commission that ch. 6 in Casper has been idle since its operation by Donald L. and Georgiabelle C. Hathaway was discontinued in 1959.

Rocky Mountain said that the Wyoming area cannot support two independently-operated tv stations at the present time. This means that network service in the area is sharply curtailed, the company claimed.

The firm asked the commission to

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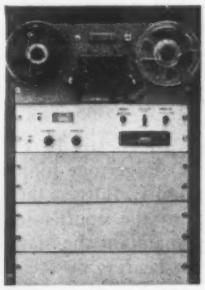

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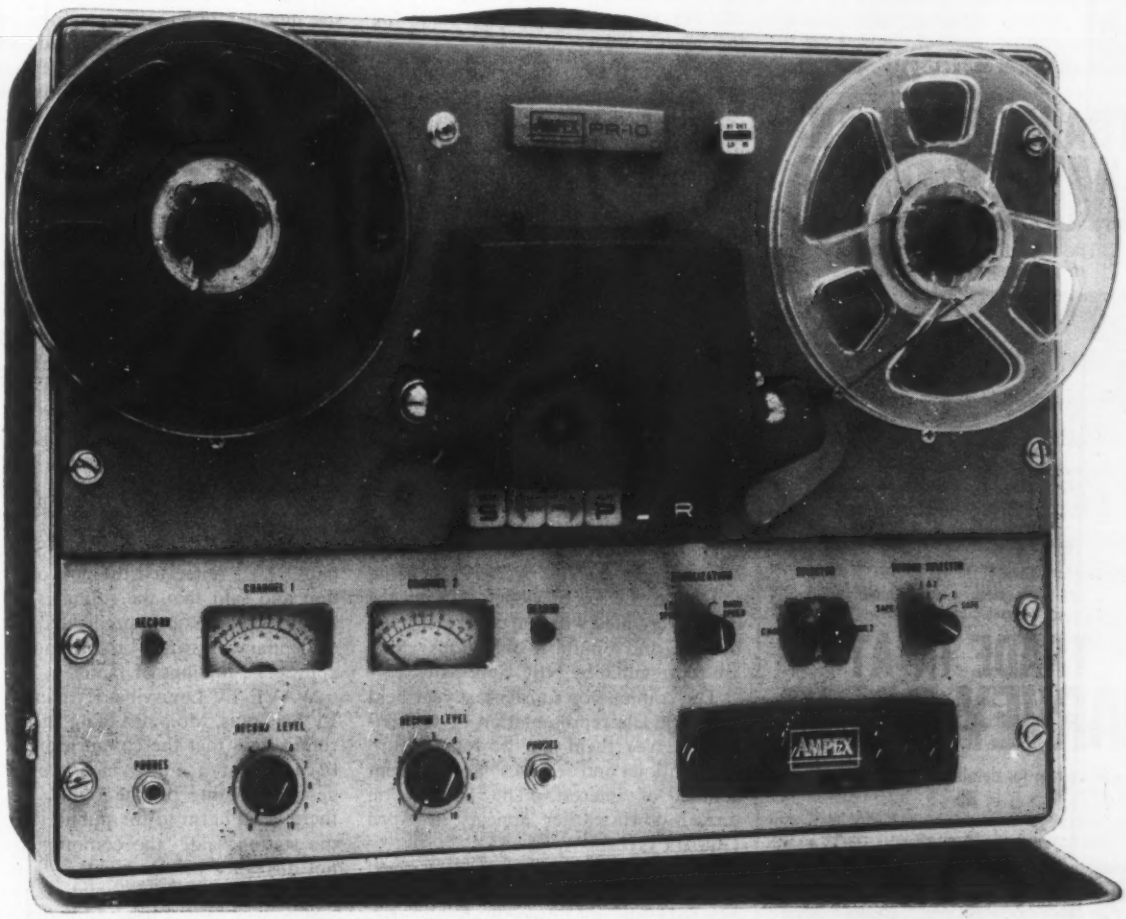

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waive the rule in this instance to permit it to operate on ch. 6 in Casper as well as on ch. 2. Such an operation, it said, could be carried at an operating cost of no more than $36,000 per year and would provide for twice the amount of network programming now available.

Court issues stay in Boston ch. 5 case

A general stay against the FCC's July 14 order setting aside its 1957 grant of ch. 5 Boston to WHDH Inc. has been issued by the U. S. Court of Appeals in Washington.

The order told the FCC to report in 30 days its recommendations on what it intended to do with respect to the Boston ch. 5 *ex parte* case. Meanwhile, it stated, the commission should do nothing.

Issued *per curiam* by Circuit Judges Henry W. Edgerton, John A. Danaher and Warren E. Burger, the Oct. 7 order referred to the court's instructions in 1958 to maintain the status quo pending a new hearing on the allegations of off-the-record contacts. The 1958 order, the court said, also directed the commission to file findings and recommendations.

The July 14 order by the FCC has "altered" the status quo, the court said. In its July 14 order the commission rescinded its grant of ch. 5 to WHDH Inc. (*Boston Herald-Traveler*-WHDH) and ordered briefs to be filed by all original parties to determine whether a new grant should be made. The FCC authorized WHDH Inc. to continue broadcasting on ch. 5 on a temporary basis.

More Argument ▪ The court also said that the stay and instructions "shall be deemed to be without prejudice to such further action as to the court shall seem desirable." Possibility of further argument before the court was raised by the court's final words indicating that the court "may wish to specify issues for briefing and oral argument or to make such other disposition as may be deemed appropriate."

Although the order did not specify that the court was acting on any particular pleading, an appeal by the *Boston Herald-Traveler* from the FCC's July 14 order took the same approach—that the commission exceeded its authority when it voided the ch. 5 grant and ordered further proceedings on the case.

The filing of briefs in the renewed Boston hearing was scheduled for Oct. 12, but this was postponed following the court's order.

Plea that it be permitted to continue as an applicant in the Boston ch. 5 case was filed with the FCC last week by Fairchild Camera & Instrument Corp., as the successor to Allen B. DuMont Labs. Inc. Fairchild and DuMont merged in 1959. The pleading was filed in opposition to a petition by Massachusetts Bay Telecasters Inc. that the DuMont application be dismissed since that company was no longer in existence (BROADCASTING, Oct. 3). This position was also taken by the Broadcast Bureau of the FCC, which pointed out that DuMont had not participated in oral argument. The Broadcast Bureau said it would be difficult to evaluate the DuMont application since the company had merged with Fairchild.

Praise from FTC head

Broadcast stations and newspapers can "bell the cat" of business rackets, Federal Trade Commission Chairman Earl W. Kintner told the Washington Advertising Club last week. Speaking of media campaigns against misrepresentations in the Washington area, Mr. Kitner singled out for praise the WWDC Washington campaign last year against tricky tv repairmen. He also commended Washington newspapers for their exposures.

Love is denied

Although "Dove" and "Love" have specificially different meanings, they are associated in spelling and sound and in their use as terms of endearment, a Patent Office appeal board held last week in a battle between two detergent manufacturers over trade name rights. Dove is a bar and powder form toilet detergent manufactured by Lever Bros., New York. Love is a liquid dishwasher and laundry detergent made by Texize Chemicals Corp., Greenville, S. C. The board found against Love, concluding that "confusion, mistakes or deception of purchasers is likely."

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PR-10-2: Stereo/mono recorder with portable case: $995.00

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NBC appeals FCC tv network rep order

SOME REPRESENTED STATIONS ALSO DECRY DECREE

Relief from the FCC's ban on network representation of non-owned tv affiliates in the spot advertising field (BROADCASTING, Nov. 9, 1959), is being sought in the U. S. Court of Appeals. Briefs were filed with the court last week by NBC and a number of stations which are represented by NBC Spot Sales.

The commission's order last year held that spot sale representation by the networks gives them the power to curb competition and creates an inherent conflict of interest. The commission turned down earlier appeals in April (BROADCASTING, April 18).

In its filing with the court last week, NBC stated that the ruling divests NBC of a valuable and proper business enterprise without evidence of impropriety or "even of any threatened harm or danger to the public interest." KOA-TV Denver, Colo., and WRGB (TV) Schenectady, N.Y., reiterated the network position and said that the ruling is invalid because it was not predicated on an evidentiary hearing, oral argument or approprite findings of fact.

WAVE-TV Louisville, Ky., and KSD-TV St. Louis, Mo., also filing against the ruling, said that the commission should have sought a rule which would not destroy existing private rights. "Where there is no harm to the public interest," the station said, "the commission cannot disregard private rights."

The Station Representatives Assn., which also filed a brief with the court, upheld the commission ruling.

The FCC last week...

▪ Told KHOL-TV Kearney, Neb., and WIBW-TV Topeka, Kan., both on ch. 13, that their applications for change of transmitter sites would be consolidated for a commission hearing. Relocation of transmitters would place the stations 182 miles apart, eight miles short of the 190-mile minimum for the area. Commisisoner Robert E. Lee dissented to the inclusion of a waiver of the mileage separation rule as an issue.

▪ Heard from Comstock Telecasting Corp., whose application for Reno ch. 4 is in hearing with five others, that it will seek a cp for ch. 2 in place of ch. 4. The tv table of assignments was amended by the commission last May to give Reno ch. 2. Comstock Telecasting is headed by Robert L. Stoddard, owner of KBET Reno.

▪ Learned that the three applicants for Medford, Ore., ch. 10, have reached an agreement which will leave only Radio Medford Inc. seeking the facility. Medford Telecasting Corp. (C. E. Wilson, president) and TOT Industries Inc. (John F. Williams Jr., president) will be compensated for "out-of-pocket" expenses incurred in filing their applications. It is expected that they will ask the commission to dismiss their applications within a matter of days. Radio Medford, the remaining applicant, is licensee of KMED Medford.

▪ Was asked by TBC Inc., a firm owned by WTVY (TV) Dothan, Ala., to dismiss its application for ch. 13 in Panama City, Fla. Cited as the reason for the request was recent improvement in WTVY's coverage area which now creates a definite overlap with the service area of ch. 13 in Panama City. TBC's withdrawal leaves only Bay Video Inc. (John S. Thompson, president) as applicant for the Florida channel.

▪ Was told by its Broadcast Bureau that it will need more time to file pleadings in the New Orleans ch. 12 proceeding. The Bureau said that all parties involved had agreed to an extension of time to Oct. 24. Applicants are Coastal Tv Co., which holds an interim authorization to operate WVUE-TV New Orleans, and Supreme Broadcasting Co., licensee of WJMR-TV seeking change of operation from ch. 20 to ch. 12.

▪ Granted more time for filing comments in proposed rulemaking to permit am stations to operate with full carrier and single sideband. The new filing date is Oct. 31. A request for the extension was filed by Kahn Research Laboratories Inc., Freeport, N. Y.

▪ Gave permission to WINR-TV Binghamton, N. Y., to use an on-channel booster and a telephone line circuit for remote control. This was the first such authorization under a rule change made in May which authorized the use of tv boosters by uhf station to amplify and retransmit its signals on the same channel.

▪ Was asked by the Bi-State Co., licensee of KHOL-TV Kearney and KHPL-TV Hayes Center, both Nebraska, to initiate rulemaking to add ch. 4 to Superior, Neb. Bi-States will file for ch. 4 in Superior to duplicate KHOL-TV. The firm believes that the locality can only support a satellite to an existing station.

▪ Dismissed a petition filed by WATE Knoxville, Tenn., to have the commission reconsider its grant of call letters WROL to nearby Fountain City. The WROL call was formerly used by the Knoxville station.

Grand jury complains about Mobile stations

Charge that Mobile, Ala., radio stations are playing records that "are suggestive, vulgar, vile and sometimes downright obscene" was made last week by a Mobile County grand jury. No stations were identified. The jury's report, a complete surprise to Mobile broadcasters who had had no inkling it was considering the matter, did not name any records but said, "the words on these records and the methods of delivering those words are deliberately given double meanings." The 15-man grand jury asked that its report be forwarded to the FCC and that the federal agency be asked to take steps "to see that suggestive and vulgar records be removed from the broadcasts in this community." Late last week the FCC had still not received this request. Of Mobile's seven radio stations, two are considered rock and roll stations.

Philly deejays sign payola consent decrees

All but four Philadelphia radio disc jockeys charged with accepting payola when they worked in that city signed consent decrees agreeing to cease the practice, Philadelphia District Attorney Victor H. Blanc announced last week. The judgments were entered in the city's common pleas court, and involved 11 record distributors and 58 deejays, of whom 35 had left Philadelphia and had to be reached by mail. The four who did not sign were unreachable, Mr. Blanc said. The case resulted from an eight-month investigation of the under-the-counter practices of record sellers and disc jockeys and resulted in the charge of violating the state's commercial bribery law (BROADCASTING, Oct. 3).

Unsold products cost you money. Unclaimed by customers, they're the goods that eat up your profits and space ... time and confidence. Put the **KTVH Brand** on your goods and corral the profits, just as thousands of manufacturers, producers, distributors and merchants have done.

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The **KTVH** branding iron is always hot. Just get the brand on your goods or services, and sales will begin to sizzle. **Meanwhile, back at the ranch** ... you'll round up increased profits from new customers and lasso repeat sales, as well; for **KTVH** is a brand of confidence. As sure as the **good guy** wears the white hat, you'll protect your profits from slow-sale rustlers ... and you'll spur on prospective customers who know from experience they can rely on the **KTVH** brand. Buy **KTVH** with unduplicated CBS coverage in Wichita and 14 other important Kansas communities.

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The "Million Dollar Club" prefers Broadcasting first for news and information*

— ARB Survey

*Membership in *The Million Dollar Club* is restricted to advertising agency executives responsible for allocation of over $1,000,000 yearly in broadcast advertising. (See page D-61 for Top Advertising Agencies—1952-59)

WHITESIDE FOUND NOT GUILTY

Ex-Commissioner Mack ruled too ill to stand trial now

Miami attorney Thurman A. Whiteside was acquitted last week of charges he conspired with former FCC member Richard A. Mack to obtain the FCC grant in 1957 of ch. 10 in Miami for National Airlines.

The not guilty verdict in Federal District Court in Washington was returned by a jury of seven men and five women four hours after Judge Alexander Holtzoff turned the case over to the group Thursday, advising that evidence should be strong enough to point inescapably to guilt before they voted for conviction.

Earlier in the week Judge Holtzoff postponed trial for Mr. Mack upon a finding by government-appointed physicians that he is a chronic alcoholic, too ill to stand trial. Messrs. Whiteside and Mack were tried jointly on the conspiracy charges last year, but the trial ended with a hung jury. Mr. Mack failed to appear for the retrial after collapsing and being hospitalized in Fort Lauderdale, Fla.

Question of Definition ▪ In charging the jury Thursday, Judge Holtzoff said the only question is whether money advanced by Mr. Whiteside to Mr. Mack amounted to ordinary loans or was bribes. Last year's joint trial ran from April 7 to July 10. Mr. Whiteside's separate trial began Oct. 4, running little more than a week.

Judge Holtzoff described the jury's verdict as "entirely reasonable."

The two doctors, who examined Mr. Mack at a hospital in Fort Lauderdale, Fla., said that for many years he has drunk a half-pint to a pint of liquor a day; that he probably has anemia and is suffering from cirrhosis of the liver and malnourishment.

Judge Holtzoff, who read part of the physicians' report in court last week, said Mr. Mack's condition is "self-inflicted" and that when it's found safe for him to travel the court will issue a bench warrant and set his case for trial. Mr. Mack collapsed at Fort Lauderdale shortly before the joint retrial with Mr. Whiteside was to start and Judge Holtzoff severed the case and ordered the Whiteside trial to go ahead separately.

Mr. Whiteside took the stand voluntarily Tuesday and testified that Mr. Mack was under psychiatric treatment 1½ years, beginning in September 1951 while on the Florida Railroad Public Utilities Commission, and that he paid all Mr. Mack's bills for treatment. He also provided Mr. Mack's bond and paid his fine after he was arrested for driving under the influence of liquor in December 1952, Mr. Whiteside said.

Denies Allegations ▪ Mr. Whiteside denied conspiring to defraud the government or to corrupt Mr. Mack in the Miami ch. 10 case and said he only gave a "character recommendation (to Mr. Mack) regarding National Airlines." Testimony by the defendant and other defense witnesses was adduced to show that Mr. Whiteside had helped Mr. Mack financially since 1951. One, a certified public accountant, detailed the Whiteside-Mack financial transactions and said of more than $13,000 loaned by Mr. Whiteside to Mr. Mack, all was paid back but $250. Other defense witnesses included John L. FitzGerald, FCC general counsel, and Herbert Sharfman, who wrote the examiner's decision in the ch. 10 case.

New issue raised in Miami ch 10 case

A new element has cropped up in the Miami ch. 10 case. Five of the six applicants for ch. 10 Largo, Fla., have asked the FCC to reconsider its September grant to L. B. Wilson Inc. (BROADCASTING, Sept. 12).

The commission granted Wilson temporary authority to construct tv station WLBW-TV on ch. 10 Miami. It waived the milage separation rules and permitted WLBW-TV to construct its antenna site nine-tenths of a mile less than the required 220 miles co-channel separation between the Miami station's antenna site and that proposed by the Largo ch. 10 applicants.

According to the Largo applicants, ch. 10 is assigned to Tampa-St. Petersburg but the mileage separation requirements with co-channel 10 Miami has forced them to specify transmitter sites from which it is impossible to obtain principal service in those cities. Because of this, the Largo applicants implied that they, too, should be granted such a mileage separation waiver. They told the commission that the grant to WLBW-TV does not give them proper consideration and they asked that the grant be set aside.

Joining in the request to the commission last week were WSUN-TV; WTSP-TV; Suncoast Cities Broadcasting Corp. (Hurley W. Holland, president); Tampa Telecasters Inc. (Kenneth R. Giddens, president) and Bay Area Telecasting Corp. (Louis Fried, principal stockholder). The sixth applicant for the channel is Florida Gulfcoast Broadcasters Inc., a firm headed by Nelson Poynter.

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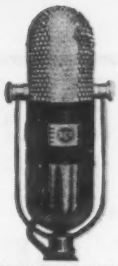
Check your microphone requirements, today. Do you have one for each purpose — remotes, announce, interviews, boom, general purpose? Use the handy order coupon to order any microphones you need.



FINEST QUALITY MICROPHONE

Standard microphone of the industry, the RCA 77-DX offers full range frequency response with a choice of three pickup patterns. Available in a satin chrome finish for radio and a low gloss gray for TV, it will offer years of rugged dependable service. **$180**

PERSONAL MICROPHONE
Ideal for Remotes

Wherever a small inconspicuous microphone is needed the BK-6B can be used. This 2.3 ounce unit offers excellent reproduction for every speech application both in the studio and in the field. **$82.50**

HIGH-FIDELITY UTILITY MICROPHONES

General purpose BK-11A microphone is the modern version of the very famous 44-BX. It is ideal for every studio use, especially live music pickup. The BK-11A is an economical high performance unit designed for years of rugged service. **$125**

NOISE-REDUCING BOOM MICROPHONE

Here is the highly directional BK-5A microphone for TV boom use. Its pickup pattern effectively reduces noise while offering full range highest quality pickup of the desired source. The BK-5A is also an excellent choice for control room use. **$165**

COMMENTATOR MICROPHONE

The BK-1A is a fine microphone for interviews, panel shows, and all general announce work. Its rugged construction and insensitivity to wind and mechanical vibration make the BK-1A ideal for outdoor remotes. **$75**

ORDER NOW BY MAIL!

Order any of these five microphones for prompt delivery. Send check or money order with your order and microphones will be shipped prepaid. Mail your order to RCA, Audio Sales, Broadcast and Television Equipment Division, Building 15-6, Camden, N.J. Use coupon below.

RCA The Most Trusted Name in Electronics
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Building 15-6, Camden, N.J.

Please send the units checked. Check enclosed ☐

☐ 77-DX ☐ BK-6B ☐ BK-11A ☐ BK-1A ☐ BK-5A

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Enclose remittance with order and save shipping charges.

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Western Division Manager
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Los Angeles, California
Telephone: GRanite 6-1564

This marketing group will confer with TV station executives on the release of 40 Warner Brothers "Films of the 50's." Among these top films from Warner's treasury of great pictures are: "Springfield Rifle" starring Gary Cooper; "Prince and the Showgirl" (Marilyn Monroe, Lawrence Olivier); "Rebel Without a Cause" (James Dean); "Star is Born" (Judy Garland); and Alfred Hitchcock's "Strangers on a Train."

SAA

SEVEN ARTS ASSOCIATED CORP.

BOSTON IN ST. LOUIS

KTVI (TV) case may be linked to Boston ch. 5 court action

The future of ch. 2 KTVI (TV) St. Louis may be wrapped up in the Boston ch. 5 case.

This was the tone of the oral argument before the FCC *en banc* last week on the ch. 2 case. It was expressed in varying ways by the commissioners as they heard counsel argue the St. Louis *ex parte* case.

The gist of the commissioners' comments, and the replies of the lawyers, was whether the FCC can take any action in the St. Louis case in the light of the court ordered stay in the Boston ch. 5 case (see page 82).

The Boston stay was ordered by the U. S. Court of Appeals on the ground that the court retained jurisdiction and had ordered the *status quo* maintained pending the FCC findings and recommendations. The commission voided the Boston decision and ordered new proceedings in the case. This is what the court stayed.

The St. Louis ch. 2 proceeding was remanded back to the FCC last year to look into allegations of off-the-record conversations with FCC commisioners by principal KTVI owner Harry Tennenbaum.

Special FCC Hearing Examiner Horace Stern recommended last March that the move of ch. 2 from Springfield, Ill., to St. Louis be voided because of KTVI's activities, but held that no disqualification accrued to that station. He also suggested that no commissioner disqualified himself by talking about the case while it was in rulemaking status, and that Mr. Tennebaum ceased seeing commissioners after the cutoff date for submission of comments in the rulemaking proceeding. He recommended that the FCC reconsider the whole question of the move.

Move Made in 1957 ▪ Ch. 2 was moved from Springfield, Ill., to St. Louis in 1957. KTVI, then operating on ch. 36 there, was authorized to use the vhf channel, pending the outcome of a contested hearing for ch. 2. This was obviated when the opposing applicant. Newhouse Broadcasting Corp., agreed to merge.

Originally ch. 2 was assigned to WMAY Springfield. The grant forbade, however, construction pending the outcome of the deintermixture proceeding then underway. The losing applicant, Sagamon Valley, appealed this grant. WMAY, the original grantee, has dropped out. This is still pending before the court—awaiting the outcome of the *ex parte* case.

Six of the FCC's seven commissioners sat at the oral argument. Commissioner T. A. M. Craven did not participate.

Monroe Oppenheimer, counsel for KTVI, argued that conversations with commissioners in rulemaking proceedings were not prohibited by any rules or practice until recently. He said the other parties could rebut these contacts, but that the case was still a rulemaking proceeding.

James T. Brennan, FCC counsel, agreed that there was no bar to commissioners talking to parties in a rulemaking proceeding at that time, but expressed the feeling that Mr. Tennenbaum went too far. He urged a review of the rulemaking case.

Duke Patrick, representing Sagamon Valley, insisted that the court had vacated the ch. 2 move out of Springfield and that the commission should adhere to this ruling.

Vernon K. Wilkinson, representing WICS (TV) Springfield and ABC, warned the commission that if it decided to open the St. Louis case wide, it would be imperiling other pending cases, such as Peoria, Ill. The Peoria case was also remanded with the St. Louis case under the same *ex parte* cloud. Both WICS and ABC favor keeping ch. 2 in St. Louis.

Supreme Court refuses review of baseball suit

A minor league baseball club's $250,000 damages suit against the major league ball teams ended last week when the U. S. Supreme Court refused to review a lower court dismissal of the suit.

By denying a petition for review, the Supreme Court upheld the decision of a federal district court in New York dismissing the suit filed by the Portsmouth (Va.) Baseball Club against Baseball Commissioner Ford C. Frick, the National and American Leagues and their clubs. The suit was filed in 1954 and charged that the broadcasting and telecasting of major league ball games into the Portsmouth area violated one of the provisions of the Major-Minor League rules. This provides that no major league team will invade the territory of a minor league team without compensation. The Portsmouth club claimed that the broadcasting of major league games into its area "invaded" its territory. The district court held that the rule (1-A) did not contemplate broadcasting. This view was upheld last May by a federal appeals court also in New York.

TALKS, TAPE & TUNERS

Developments and techniques in tape recording shown and discussed by Audio Engineering Society

Tape-recorder competition is brisk, it was apparent last week in New York, as more than 700 engineers gathered for the 12th annual convention and professional exhibit of the Audio Engineering Society Oct. 11-14. Other items on the exhibition floor showed microphones, disc cutters, tape, headphones, tuners, etc.

The AES heard a record number of technical papers, elected new officers headed by Dr. Harry F. Olson of RCA Labs, gave out annual awards and named some of the group's 2,500 members as society fellows.

Ampex Corp., Redwood City, Calif., chose the event to introduce a new compact tape recorder with self-threading reels. The machine, Model PR-10, is engineered to professional standards and designed for both field and rack use, weighing 44 pounds unmounted, 53 pounds portable, priced at $895 monophonic or $995 stereo/mono. Electrodynamic frictionless clutches practically eliminate the possibility of tape damage, even with thin base tapes, the manufacturer says. Head assembly has four positions for erase, record, playback and space for extra head. All functions can be remotely-controlled and design features include front access to electronic alignment controls, pushbutton operation, locked head alignment and others. The no-hands automatic threaders takes two seconds, Ampex says. Recording speeds and track arrangements are optional.

Preview ▪ RCA, Camden, N. J., was previewing at the AES show a transistorized professional tape recorder slated for the market the first of the year. Called the RCA RT-21A, it is designed for dependable, low-cost, low-maintenance operation and is as yet unpriced. The RT-21A is for rack or console mounting, utilizing a flexible two-panel design for tape transport and control. Monaural or stereo versions are available with modular space left on the former for later incorporation of stereo.

The RT-21A tension adjusts for varying tape reels and speeds. Other features are continuously variable cue control, tape lifters and sapphire tape guides, optional track arrangements and DC remote control.

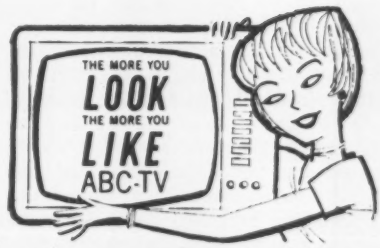
Newest equipment in the AES exhibit for the Gates Radio Co., Chicago, was its "Cartritape," which was beginning shipments last week. The Cartritape is an automatic cartridge assembly especially suited to announcements, effects, themes and record lineups. Units can be stacked and connected for automatic programming with switch operation to manual. A single Cartritape ($520 for playback unit and $345 for recording amplifier) plays up to 46 minutes at 7½ inches per second at NAB standards. Tapes are cued and rewound automatically after play and remote operation is possible by switching. The Cartritape is 7 inches high by 14¾ inches. Gates also showed its ST-101 spot tape recorder, which puts 101 spot announcements up to 90 seconds long on a single tape 13 inches wide. This unit, on the market earlier this year, sells for $995.

The Nagra III portable tape recorder from Switzerland was among equipment exhibited by Electronic Applications, Stamford, Conn. This is a flashlight battery-electric unit weighing 20 lbs. with case and sells for $1,045, engineered to broadcast and recording standards.

GE Audio ▪ General Electric had on display custom audio consoles it has completed for WTIC Hartford, Conn., and WERE Cleveland, Ohio, where it is installing complete audio systems, and a radio-television audio job for WFAA-AM-TV Dallas. In the GE BC-21-A audio console, transistors have completely replaced tubes and expandable, modular construction is emphasized. The GE Communications Products Dept. of Lynchburg, Va., also showed its transistor portable amplifier ($845), type BA-26-A, which weighs 19½ lbs. with batteries and measures 7x15x12 inches. With four microphone inputs and a high-level input, it boasts studio quality for am, fm and tv.

McIntosh Laboratory Inc., Binghamton, N. Y., showed a radio receiver of broadcast monitor quality for broadcast relay. It works to quiet noise in fm intervals, has automatic frequency control and claims the precision equivalent to a crystal-controlled receiver. The McIntosh MR66 am-fm receiver is $325 and the MR65 fm is $225.

Gimmickry ▪ Audio Instrument Co. of New York reported broadcast interest in a piece of equipment not sought by many broadcasters before—a reverberation chamber. This was attributed to a need for "more sophisticated gimmicks." The Audio Instrument Co. reverbera-



channel 47

KJEO

abc for Fresno, California

J. E. O'Neill, President
Joe Drilling, Vice President-Gen. Mgr.
W. O. Edholm, Commercial Mgr.

See your H-R representative

tion unit 44A sells for $1,485 and is in use by both television and radio stations. It is a multiple-head tape loop device that fits on a 19x18¾ inch panel.

Bogen-Presto, Paramus, N. J., showed its professional tape and disc gear and gave a hint of things to come later this year in a somewhat simplified professional tape unit. The educational electronics division of Thompson Ramo Wooldridge Inc., New York, showed a compact tape duplicator that handles three duplicates simultaneously at 30 inches per second. The MR1 Model 10 sells for $4,950, user's price.

Electro-Voice Inc., Buchanan, Mich., had a full range of microphones on exhibit, and several microphone papers were read in AES technical sessions. L. R. Burroughs, vice president of Electro-Voice, described use of polyester foam to reduce wind noise and told engineers how to make their own. R. J. Tinkham, marketing director of Vega Electronics Corp., Cupertino, Calif., described development of the Vega-mike wireless system in lavalier and handheld styles, which was used in television network convention coverage. Willard C. Merrill, sales engineering director of the Port-O-Vox Corp., New York, described advantages of his company's lavalier rf microphone in television production, live and taped, where pre-recorded sound otherwise must be used.

ENGINEERING CONFABS

Told of manpower shortage and intercity tv channels

A new method for doubling existing intercity tv channels, plus talks on the technical manpower shortage and the Midwest's apparent lag as a creative production center, highlighted electronics and electrical engineering conventions in Chicago last week.

Approximately 12,000 engineering, science and electronic specialists attended the two forums—the American Institute of Electrical Engineers' fall general meeting (Oct. 10-14) and the 16th annual National Electronics Conference (Oct. 10-12).

The use of interstitial channels on TD-2 microwave routes, normally utilized for telephoning as well as tv, will increase intercity channels from 6 to 12, it was reported in a joint paper delivered Wednesday by H. E. Curtis and T. R. D. Collins of Bell Telephone Labs and B. C. Jamison, American Telephone & Telegraph Co.

The system (frequency band 3700-4200 mc) has been in use for the past 10 years and when it became apparent in 1958 that six radio channels were not adequate, the interstitial type provided the answer. Nearly all main TD-2 routes will have additional channels in the next few years, they predicted, operating on a route as a system separate from existing regular channels.

Field tests have proven satisfactory in the Midwest (between Chicago and Mishawaka, Ind., and between Indianapolis and Terre Haute, Ind.) and plans are underway for additional installations "in many portions of the U. S.," they reported. Also described at an AIEE radio communication symposium was Lenkurt Electric Co.'s 57A microwave protection system, designed to guard the quality of up to three broadband (1200 kc) transmission channels per protection channel. The system is claimed to transfer a communication traffic load from a failing regular channel to a normally unassigned channel.

Technical manpower was explored in a paper given by S. B. Ingram, Bell Telephone Labs., and J. R. Weir, California Institute of Technology. Mr. Ingram scored the Selective Service System's drafting of young scientists and likened the practice to "trench warfare." He felt the Soviet Union's approach is "more realistic." He suggested a new Selective Service law under which engineers and scientists could discharge their obligations through either civilian or military service. He recommended increasing the number of graduates in those ranks, more efficient use of their talents and improvement in quality of scientists and engineers at the highest level.

Mr. Weir felt the technical shortage "will be with us from here on," possibly for centuries, because of the growing importance of technical brainpower.

Dr. Frederick E. Terman, vice president and provost of Stanford U., charged that the Midwest is lagging as

Private satellites may soon be reality

The door to commercial privately-owned and operated global space communications including tv relaying was opened for the first time last week by the federal government.

Dr. T. Keith Glennan, administrator of the National Aeronautics & Space Administration, said that the government would furnish launching rockets and facilities at cost to commercial companies interested in orbiting their own communications satellites.

The NASA chief, speaking in Portland, Ore., to the Oregon Department of Planning and Development, also made known that NASA was planning an early demonstration of an active relay communications satellite.

The announcement immediately brought a comment from the giant AT&T which said it was "all ready to pay its way" in a space communications system in cooperation with other communications companies and governments.

AT&T previously had reported its planning for establishment of a $170 million space communications system, using 50 satellites in random orbit about the earth at 3,000 miles high.

IT&T officials said they too were interested in participating in such a system.

The offer of government aid to private companies is expected to open a basic policy debate in Congress which undoubtedly will involve the FCC. Related to this will be the government's position in relation to the policy of other countries, and to the policy of the United Nations.

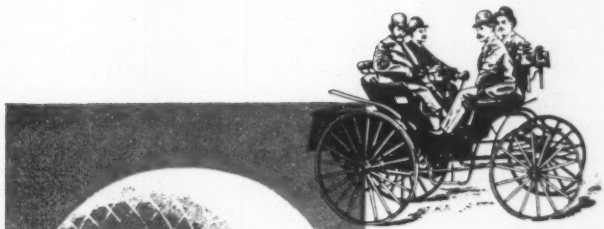
Got to Be Promising ▪ Dr. Glennan made it clear that the government's aid will be based on proposals by private companies that are technically promising.

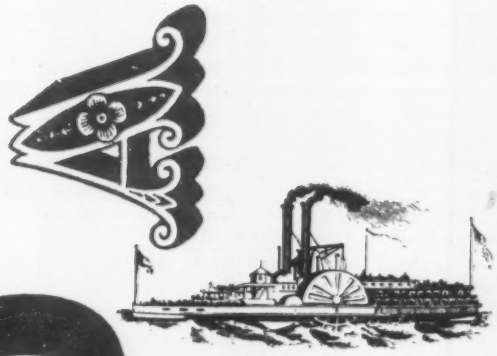
He emphasized that the policy of permitting private companies to furnish communications facilities is a basic U. S. position. He said he saw no reason to change it because of the use of space for relays.

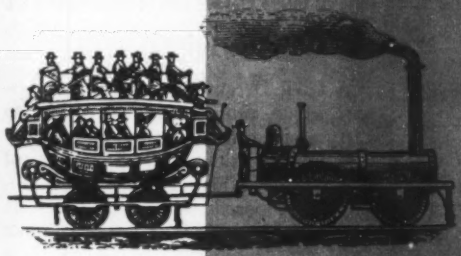
In discussing NASA's projected active-repeater satellite, Dr. Glennan described it as a lightweight active communications satellite to be orbited 3,000-5,600 miles above the earth.

The Echo passive relay satellite, launched August 12 by NASA, is still in orbit 1,000 miles above the earth. The Army's Courier active satellite, launched Oct. 4, is orbiting 600-750 miles above the earth. In the Defense Dept.'s planning is Project Advent—a plan to orbit three active satellites 22,300 miles above the earth. Because such an orbit would keep step with the earth's daily rotation, the satellite would seem fixed in space. Thus it would cover virtually the entire earth and would be supplemented with a single satellite in a polar orbit to cover blank spots.

Up to now it was assumed that NASA was experimenting with passive radio space reflectors and the Department of Defense with active communications satellites. Dr. Glennan's remarks last week were the first indication that NASA too was experimenting with active sky relays.







...and there are those who will swim

TO THE FIFTH ANNUAL CONVENTION

BROADCASTERS' PROMOTION ASSOCIATION

SHERATON CHARLES HOTEL

NOVEMBER 14-15-16 • NEW ORLEANS, LA.

a creative electronics production center and could become a "peon group" in the industry, while there has been spectacular development in the Boston and San Francisco peninsula areas, particularly in terms of graduates with advanced degrees. The Midwest has been more concerned with making money from established products and activities than with the "the man with a Ph.D. and what he can contribute," he asserted.

Radio stereo group completes its study

GIVES FINDINGS TO FCC FOR DECISION ON STANDARDS

The way for FCC action on stereophonic broadcasting was cleared of a major obstacle Oct. 11 when the National Stereophonic Radio Committee, an all-industry group, completed tests and analyses of field work on stereo. The report was to be submitted by weekend to the FCC.

A commission decision on standards for stereo seems feasible to NSRC because of the thorough field work and the comprehensive data developed by the group, according to A. Prose Walker, NAB engineering manager.

Addressing the NAB Fall Conference at Atlanta Oct. 14 (see MEDIA), Mr. Walker described in detail the field tests conducted by NSRC's Panel 5, of which he is chairman. The panel conducted field tests of six systems in July, taking extensive measurements in the Pittsburgh area and around Uniontown, 50 miles out.

Panel 5 found that all six systems will produce stereo on a compatible basis. One system, however, would not permit both stereo and a subsidiary background service such as functional music or storecasting, Mr. Walker said. Costs of the systems vary, with General Electric found to have the cheapest set adapter. The EMI system was described as "not true stereo" but was said to produce an illusion of stereo. The other four systems were those submitted by Calbest, Zenith, Halstead and Crosby.

The FCC may adopt any of the six systems or come up with a hybrid, he explained. He said the future of stereo depends on how broadcasters use and promote the service, quality of transmission and the system adopted.

If fm stations want to recapture the hi-fi audience which they are losing to home tape and records, he said, they should embrace stereo when it becomes available, promote it and provide quality service. He demonstrated latest Ampex stereo equipment and some of the test tapes from the field experiments.

Mr. Walker listed 12 types of technical citations by the FCC, noting that the commission has intensified its checking of stations. Violations stem from this increased activity and from shoddy operations due to lack of attention to technical operations, he said.

He added that NAB is completing its long-range automation program for radio and will ask the FCC to amend its rules in November to provide automatic logging of transmitters and antenna perameters. He said the program has initiated automation for television.

New warning method won't replace Conelrad system

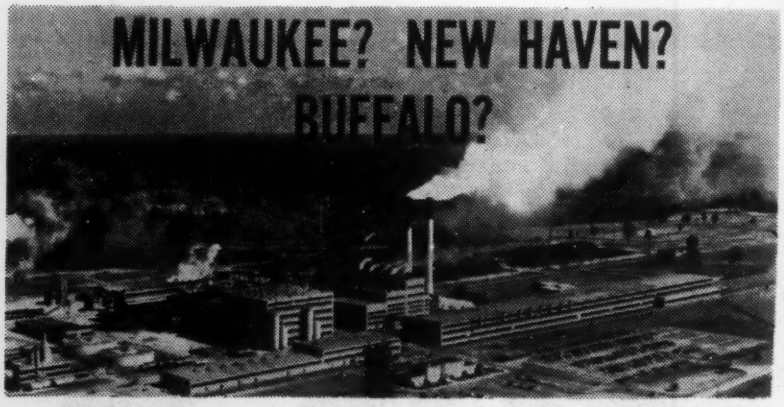
A Civil Defense attack warning system which can utilize power lines to carry a signal to every home in the nation in one minute was demonstrated at Charlotte, Mich., Tuesday (Oct. 11).

The proposed warning device, the National Emergency Alarm Repeater (NEAR), receives a signal within a power system and converts a portion of the normal 60 cycle current to the 240 cycle warning signal. The device itself is a buzzer that plugs into an 110 AC outlet in the home to warn the homeowner of an impending disaster. Initial cost to the homeowner was said to be between $5-15.

Since it uses a power system, the NEAR signal can be sent throughout the nation from one power company into adjacent systems. In addition, special coded devices are contemplated which would allow for warning only key Civil Defense personnel.

While the NEAR system proposes an inexpensive device for every homeowner, it does not contemplate replacement of the Conelrad system. The radio warning system would still be necessary to provide information and instructions relative to an imminent attack or disaster.

Last week's demonstration of NEAR was made before an audience of Civil Defense officials, power company executives and broadcasters. Tests of the system have been in progress in Michigan during the last two years.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight, 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: International Paper Company's Natchez Mill, Natchez, Mississippi, which produces dissolving and paper pulp.

BROADCAST ADVERTISING

Samuel B. Vitt, vp and associate media director at Doherty, Clifford, Steers & Shenfield, N. Y., appointed media director.

Charles R. Weaver, general manager of export division of Studebaker-Packard Corp., South Bend, Ind., promoted to vp. He will retain present duties in addition to new title.

Vincent J. Daraio elected vp of Hicks & Greist, N.Y. Mr. Daraio, account supervisor since 1959, retains that position in addition to new duties.

Mr. Risteen

Richard N. Risteen, previously member of merchandising plans board and merchandising account executive at Sullivan, Stauffer, Colwell & Bayles, N.Y., appointed vp and marketing director at Needham, Louis & Brorby, that city. Appointment highlights continued expansion of agency's client services activities in New York. Mr. Risteen formerly was associate marketing director at BBDO and on advertising-promotion staff at Standard Brands Inc.

Alfred E. Cox, treasurer and vp at J. M. Mathes, N. Y., named director.

John W. Berch, formerly vp at Transfilm-Caravel, N.Y., joins Robert C. Durham Assoc., that city, as senior vp in charge of special services in communications field.

Jane Haeberly, assistant producer in radio/tv department at Doherty, Clifford, Steers & Shenfield, N.Y., promoted to producer.

Lawrence Butner appointed manager of radio-tv department of Albert Frank-Guenther Law, N.Y. He joined agency in 1956 as chief timebuyer.

Marian Crutcher and **Mary Hardin** join Compton Adv., Chicago, as copy group heads. Miss Crutcher formerly was creative group supervisor at Grey Adv. and Miss Hardin was with Clinton E. Frank.

Dugald F. Gordon, formerly with Zimmer, Keller & Calvert, Detroit, to The McCarthy Co., Los Angeles, as member of creative department.

Gene E. Stout, veteran pr specialist in Philadelphia area for past 25 years, opens own pr-publicity firm in Jenkintown (suburban Philadelphia), Pa. She formerly was with Westinghouse Broadcasting Co. and NBC.

Mr. Murphy

Mr. Going

Clayton G. Going and **Charles P. Murphy** of BBDO, elected vps. Mr. Going, who is account executive on Western Airlines in agency's Los Angeles office, joined company in 1949. Mr. Murphy came to BBDO in 1952 as assistant account executive. He was appointed account executive in 1955 and transferred to Detroit in 1959 to work on Valiant. He is now account supervisor for Pittsburgh Plate Glass in agency's Pittsburgh office.

Jack Denney, former creative group supervisor at Gardner Adv., N. Y., joins The Wesley Assoc., that city, as copy director. Mr. Denney, who handled Jo-Lo Corp., MCA-TV and Ann Page and coffee divisions of A & P while at Gardner, was previously senior writer at Ted Bates. He was also associated with Grant Adv., and Warwick & Legler, both N. Y.

Harry B. Smith, account executive at Parker Adv., Saginaw, Mich., promoted to vp of pr and made member of board of directors.

John E. Stoller appointed broadcast media manager of The Rumrill Co., Rochester, N.Y. He formerly was advertising account executive.

Robert M. Rehbock, formerly head of Hedon Productions, N.Y., joins The Wesley Assoc., that city, as production supervisor for radio-tv department.

John Tully, formerly account executive at Kane Adv., Bloomington, Ill., to Batz-Hodgson-Neuwoehner, St. Louis advertising and marketing agency, as member of account service staff.

Mr. Schofield

Perry Schofield, formerly creative director at Bozell & Jacobs, N. Y., joins Friend-Reiss Adv., that city, as vp in charge of creative serviecs. Mr. Schofield was, at one time, copy vp at Lennen & Newell, as well as executive vp of Joseph Katz Co.

J. M. F. (Bud) Taylor and **Milton Jones** from Taylor-Jones Assoc., Palm Springs, Calif., advertising and pr firm. Location: Penthouse 27, The Plaza,

In Roanoke in '60 the Selling Signal is SEVEN . . .

Roanoke is an ideal test market. Isolated from competing markets. Diversified industry. Self-contained economy. Large population. Many distribution outlets.

Put Roanoke on your schedule, and don't fumble the ball when buying television. Specify WDBJ-TV . . . serving over 400,000 TV homes of Virginia, N. Carolina and W. Va. in counties having a population of nearly 2,000,000.

Sell like sixty on seven. We'll help you to cross those sales goal lines.

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV

Roanoke, Virginia

Palm Springs, Calif. Phone: Fairview 4-1386.

Gladstone Vinson, president of Armstrong, Fenton & Vinson, San Diego, Calif., becomes vp and manager of D'Arcy Adv. which absorbs AF&V. **Ray Keith,** formerly vp and manager of Lennen & Newell's Beverly Hills office, also appointed vp in D'Arcy's new San Diego office.

Cyrus H. Nathan, executive vp at North Adv. Inc., announces resignation and sale of his one-half interest to **Donald P. Nathanson,** president and cofounder of Chicago-based agency.

John C. Guenther, previously executive to vp at Chrysler Corp., appointed advertising and sales promotion director of the Plymouth-DeSoto-Valiant Div. of Chrysler Corp. Formerly he was executive assistant to the general manager of division. Mr. Guenther succeeds **Jack W. Minor,** resigned.

Mr. Lyon

Robert J. Lyon, account supervisor on Wallace Laboratories at Ted Bates, N. Y., elected vp. Before he joined agency last year, Mr. Lyon was director of advertising and related activities for more than 12 years.

Maurice Bosquet, president and general manager of Renault Inc., also assumes direction of company's sales policy, following resignation of **Jack C. Kent,** general sales manager.

Leon Michel appointed creative director of Conklin, Labs & Bebee, Syracuse, N.Y., advertising agency. Others joining creative department: **Walt Chipperfield, Jim Flaherty, Gordon Briggs,** and **Calhoun Sterling.**

James Harkey, Fred Zechman and **Eugene Mandarina** join Compton Adv., Chicago, as tv producer, assistant research director and art director, respectively.

Lennen & Newell promotes three to vp

Mr. Johnson Mr. Nodiff Mr. Ellis

Max D. Johnson, Arnold Nodiff and **Beverley G. Ellis,** art directors at Lennen & Newell, N. Y., elected vps. Mr. Johnson and Mr. Nodiff, who joined agency in 1957 and 1958, respectively, are on P. Lorillard account. Mr. Ellis, former art director at Geyer, Newell & Ganger, came to Lennen & Newell in June of 1952. He is art director on Cluett-Peabody and Colgate-Palmolive (Lustre-Cream Shampoo) accounts.

W. Watts Biggers appointed vp at Dancer-Fitzgerald-Sample, N. Y. He is account executive on General Mills. Mr. Biggers is veteran in advertising field, having served in various capacities.

Mr. Biggers

THE MEDIA

Sheldon Engel appointed general manager of KXIV Phoenix, Ariz. He has been broadcasting executive in that area for 10 years.

Charles E. Shull, news director of WRVA-TV Richmond, Va., appointed general manager and public affairs director of KRMU(FM) Los Angeles.

Nat Bailen, regional sales manager of WOWI Louisville, Ky., appointed general manager, succeeding **William P. Perry** who is leaving that city.

Larry Paulus, with CBS-TV, appointed assistant program director of WCBS-TV New York.

Dan Vaughn, announcer at KWTO Springfield, Mo., promoted to program director, succeeding **Joe Slattery.**

Jack Coppersmith, formerly commercial manager and program manager of KSIR Wichita, Kans., rejoins KIRL, that city, as station manager, succeeding **Howard O. Peterson.** Mr. Coppersmith had been member of sales staff of KFBI (now KIRL) for three years before moving to KSIR. **Tom Leahy** appointed news director.

Glenn W. Maehl, with KTVU(TV) Oakland-San Francisco since it began in 1958, appointed local sales manager.

Smock is elected

Jack W. Smock, Young & Rubicam vp in charge of Los Angeles office, elected 1960-61 western region chairman of American Assn. of Advertising Agencies today (Oct. 17). Mr. Smock, formerly vice chairman, succeeds **John H. Hoefer,** president of Hoefer, Dieterich & Brown, San Francisco. **John W. Davis,** Honig-Cooper & Harrington, San Francisco, elected vice chairman. **Gaybert Little,** Little & Co., Los Angeles, is secretary-treasurer. Mr. Hoefer continues as member of board of governors for year. Others elected to the board: **Robert P. Heintz,** Heintz & Co., Los Angeles; **Walter Fitzsimons,** BBDO, Seattle; **Hal Stebbins,** Hal Stebbins Inc., Los Angeles; **John F. Greenlee,** Cline Adv. Service, Boise, Idaho.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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☐ 52 weekly issues and Yearbook Number 11.00
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company name
address
city *zone* *state*
Send to home address — —

* Occupation Required

Donna Butler, formerly assistant to director of advertising of NTA, joins KTVU as assistant to audience promotion director and **Michael James,** from U. of California's Graduate School of Business Administration, becomes assistant to sales promotion director.

Edward R. Rooney joins sales staff of WKRC Cincinnati. He had been with Bell Telephone Co., that city.

Webb Hunt named program director of new KQUE (FM) Houston.

Howard Green, WOND Pleasantville, elected president of New Jersey Broadcasters Assn., succeeding **Frank Martangola** of WCMC Wildwood. **Glenn C. Jackson,** resident vp and general manager of WTTM Trenton, elected vp.

Ted Nielsen, formerly with WTTW (TV) Chicago (educational tv), to WHA-TV Madison, Wis., etv, as producer-director.

Mr. Grandle

Ray Grandle, formerly with Paul H. Raymer Co., New York, and eastern representative for WGN-TV Chicago, appointed general manager of WLUK - TV Green Bay, Wis.

James P. Hensley, executive director of KROY Sacramento, Calif., resigns. Future plans not available at this time. Before joining KROY, Mr. Hensley was was with CBS, Los Angeles, San Francisco and Chicago for seven years in various capacities.

Floyd Fletcher, WTVD (TV) Durham, elected president of North Carolina Assn. of Broadcasters, succeeding **Robert R. Hilker,** WCGC Belmont. Other officers: **Dick Dunlea Jr.,** WMFD Wilmington, vp for radio; **Earle Gluck,** WSOC-TV Charlotte, vp for tv; **Cecil Hoskins,** WWNC Asheville, secretary; **Edmond H. Smith,** WIRC Hickory, western director; **Frank Lambeth,** WMFR High Point, central director; **William S. Page,** WELS Kinston, eastern director; **Harold Essex,** WSJS-TV Winston-Salem, tv director.

Mr. Freund

Richard L. Freund, director of labor relations at ABC, elected vp in charge of labor relations, ABC Div. of American Broadcasting-Paramount Theatres. Before joining ABC, Mr. Freund was attorney for labor law at NBC.

Mrs. Shirley M. Ott, office manager and sales manager of KRIB Mason City, Iowa, promoted to general manager.

Judith Lawton, formerly assistant to director of radio and tv at Vance-Fawcett Assoc., Honolulu, to KNDI, that city, as station manager, succeeding **Dotty Abbott,** who resigns to return to mainland.

Mr. Oswald

Joe Oswald, owner of WBOX Bogalusa, La., appointed area (Louisiana, Mississippi, Alabama, Georgia, Florida) representative for Hamilton-Landis & Assoc., brokerage firm, with headquarters in Dallas. He retains ownership in WBOX along with new responsibilities.

Gaines Kelley, general manager of WFMY-TV Greensboro, N. C., has returned to his home after being hospitalized more than month, following heart attack.

William Clark, vp of Communications Inc., assigned station supervisor, WCUE Akron, Ohio.

Norton Bloom, director, joins NBC as production supervisor on creative projects for NBC News and Public Affairs.

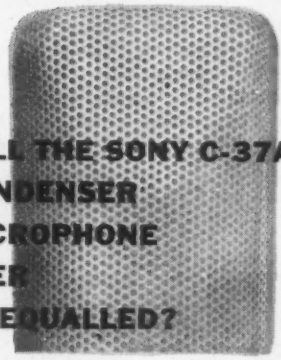
Douglas Smith, WFBC-TV Greenville, S. C., elected governor, third district, Advertising Federation of America. **Otis H. Segler,** sales manager, WDEF-TV Chattanooga, elected governor, seventh district.

Peter Theg (Pete Winters Assoc.,

Fetzer buys Tigers

Mr. Fetzer

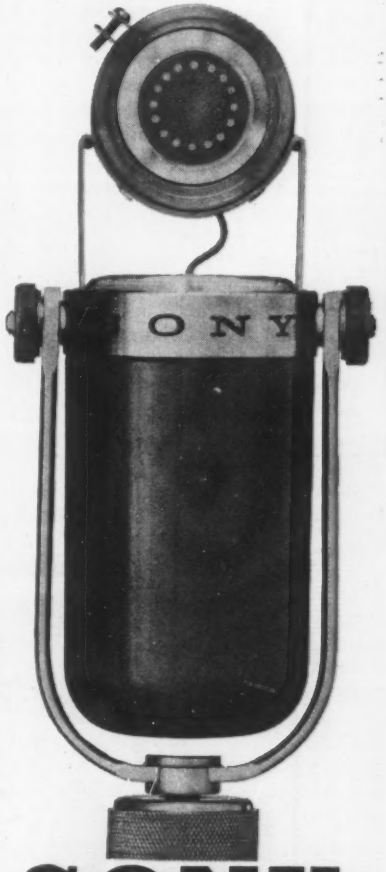
John E. Fetzer, president of Fetzer Stations (WKZO - AM - TV Kalamazoo, WWTV (TV) Cadillac, WJEF-AM-FM Grand Rapids, all Michigan, and KOLN-TV Lincoln, Neb.) has purchased an additional one third interest in the Detroit Tigers and announced that he would take over the club presidency. Mr. Fetzer previously was board chairman of the team. He now controls an estimated two thirds of the stock following his purchase from the Kenyon Brown group of stockholders. The Tigers finished in sixth place in the American League, their worst record since 1954. Attendance also had sagged by 61,000.



Probably. Within the next 5 to 6 years other manufacturers may learn the Sony technique of producing the remarkable gold membrane used in the C-37A diaphragm capsule.

Until then, the Sony must be considered the only perfect microphone in the industry. $295
(Complete with power supply.)

For information or literature write:
Superscope, Inc., Dept. 3,
Sun Valley, California.



SONY
SUPERSCOPE® The Tapeway to Stereo

advertising-sales promotion) retained by Broadcast Time Sales in new business development capacity; **Paul O'Brien,** formerly sales executive at WNTA-AM-TV Newark, named director of Philadelphia branch, and **Ward Glenn,** formerly sales manager of KCBH-FM Los Angeles, appointed manager of San Francisco office.

Mr. McGannon

Donald H. McGannon, president of Westinghouse Broadcasting Co. (KDKA-AM-TV Pittsburgh, KYW-AM-FM-TV Cleveland, WOWO Ft. Wayne, Ind., WIND Chicago, KPIX (TV) San Francisco, WJZ-TV Baltimore, WBZ-AM-FM-TV Boston and KEX-AM-FM Portland, Ore.) to be named "Man of The Year" by The Pulse Inc., in ceremonies Wednesday (Oct. 19). Dr. Sydney Roslow, director of The Pulse, cited Mr. McGannon for . . . "dedication to the industry and enlightened leadership of the Westinghouse Broadcasting Co. and of the NAB Tv Code Review Board which set industry goals and was instrumental in raising public service programming and industry commercial standards."

Previous winners: Robert Kintner, president of NBC; Marion Harper Jr., board chairman and president of McCann-Erickson; Dr. Allan B. DuMont, formerly head of DuMont tv network; and personalities Arthur Godfrey and Ed Sullivan.

John Rossiter, formerly New England sales representative for Screen Gems, to WJAR-TV Providence, R.I., as member of sales staff.

Willard S. (Bill) Smith named director of promotion for WJBK-TV Detroit. He was in station's sales department. Prior to joining station in 1955, he was with Sullivan, Stauffer, Colwell & Bayles.

Joseph J. Sands joins KNXT (TV) Los Angeles as associate producer in public affairs department.

James B. Faichney, award-winning producer-director-writer for tv and motion pictures, joins creative projects, NBC News and Public Affairs, to develop programs in new *Victory* series on U.S. defense activities.

John F. Falcetta, formerly assistant director of promotion at H-R Representatives, N.Y., joins The Bolling Co., that city, as director of promotion-publicity. He was with H-R for four years.

Art Kevin, formerly news and public affairs director of KEZY Anaheim, Calif., moves to Los Angeles to handle promotion and publicity of morning block of foreign language programming on KMLA(FM) and as afternoon-evening announcer on KFI, both that city.

Herbert D. Seiter, producer at KQED (TV) San Francisco educational station, named to one year appointment as assistant professor of journalism at Montana State U., Missoula, Mont.

Harry Hughey, news director of WBSR Pensacola, elected president of Florida United Press International Broadcasters. **Don Miller,** news director of WDAE Tampa, named vp.

Jack Gartland, news director of WTTM Trenton, re-elected president of New Jersey United Press International Broadcasters Assn. **Don Hart,** news director of WSNJ Bridgeton, elected vp, and **Gar Kaganowich,** Newark manager of UPI, elected executive secretary.

Art Roberts, formerly air personality at WKBW Buffalo, to WLS Chicago in similar capacity.

Eddie Clark, formerly air personality at WHB Kansas City, to WHK Cleveland in similar capacity.

PROGRAMMING

Mr. Goldberg

Mauri H. Goldberg, formerly director and production manager at Transfilm-Caravel, N.Y., joins Robert Lawrence Productions, New York and Hollywood, as senior producer-director. In addition to this assignment, Mr. Goldberg will serve on creative plans board.

Joseph Greene, William Finkeldey, and **Karl von Schallern,** all formerly with Crosby/Brown Productions, join Peter M. Robeck & Co., N. Y. Messrs. Greene and Finkeldey will headquarter in New York and Mr. von Schallern in Chicago.

John Wilson (Jack) Berch, formerly vp at Transfilm-Caravel, N.Y., joins Robert C. Durham Assoc., that city, as senior vp in charge of special services in communications field.

Lester S. Tobias appointed director of special feature sales for Seven Arts Assoc., N.Y. **Herbert G. Richek** named director of operations and services. **Norman C. (Buck) Long** named western sales manager with headquarters in Los Angeles.

Melvin Ligon, formerly continuity director at WDNC Durham, N.C., joins Radio Press International, N.Y., as associate editor.

James A. Jurist, director of accounting at NBC, appointed director of business affairs, California National Productions, NBC film subsidiary.

EQUIPMENT & ENGINEERING

Arthur W. Randall appointed Chicago district manager for Raytheon Co.'s distributor products division. He has been with company for eight years.

Harry Geise, administrative operations manager for applications engineering section of Nortronics, Div. of Northrop Corp., appointed assistant to manager of marketing for Nortronics, responsible for sales promotion activities.

Dr. Remo Pellin joins Semiconductor Products Div. of Motorola Inc., Phoenix, Ariz., as product manager.

J. Ray Topper named product sales manager for industrial and military tubes in receiving tube department of General Electric Co., Owensboro, Ky.

Your Ad Headquarters in Chicago
Executive House®
71 E. WACKER DRIVE
Chicago's new hotel within walking distance of over 5 Billion Dollars in ad billing
PRIVATE MEETING & BANQUET FACILITIES
Visit Executive House Dining Room & Cocktail Lounge

AIEE annual award winners are announced

Rudolph Kompfner, radio and electronics research director of Bell Telephone Labs., was named recipient of the David Sarnoff award at the American Institute of Electrical Engineers' fall general meeting in Chicago last week (see story page 19).

Mr. Kompfner, one of five AIEE award winners, was cited for "creative achievements in research and development of electronics and for his leadership in this field." The award is named after David Sarnoff, RCA board chairman and is now being offered annually by the institute.

Other winners: **Dr. Ernst Weber,** president of Polytechnic Institute of Brooklyn—Medal in electrical engineering education for "excellence" as a teacher, creative contributions in research and development, broad professional and administrative leadership and a "considerate approach to human relations." **Prof. Perry Borden,** electrical engineering department, U. of Dayton—Morris E. Leeds award "for outstanding contributions to electrical measurements in . . . recording, control and telemetry . . ." **Dr. Seldon B. Crary,** system analysis engineer, Electric Utility Engineering Section, General Electric Co.—William M. Habirshaw award for contributions involving bulk power transmission systems and international leadership. **Dr. Mervin J. Kelly,** retired board chairman of Bell Telephone Labs—for "outstanding contributions in the technology of telecommunications . . ."

The concurrent National Electronics Conference, also meeting in Chicago, doled out awards jointly to **Dr. David K. Cheng** and **Mark T. Ma** of Syracuse U.'s electrical engineering department, for best original paper and to **Dr. Glen Wade,** Raytheon Mfg. Co., for the best tutorial work.

Reed V. Bontecou, formerly vp of marketing at CBS Electronics, Danvers, Mass., to Pacific Semiconductors, Los Angeles.

INTERNATIONAL

Ken Campbell, formerly with *Ed Sullivan Show* production staff, named director of operations in Europe for Intercontinental Television, S.A., with headquarters in Paris.

W. Hugh Clark named vp of English-language radio and tv of Young & Rubicam Ltd., Toronto, with **Gaby Lalande** to similar position with French-language radio and tv in Montreal office.

Charles Baldour, formerly of KFSD-TV San Diego, Cal., and NBC Hollywood, to station manager of CFTO-TV Toronto. **Donald B. Williamson,** president and general manager of CHUC Cobourg, Ont., named chief engineer of CFTO-TV.

DEATHS

Donald Withycomb, 63, widely known former network and station executive, died suddenly Wednesday night at his home in New York. He had been in poor health for several years. Mr. Withycomb headed station relations for NBC in the early 1930s and subsequently was manager of WFIL Philadelphia and represented Voice of America in Germany. He served as assistant to president of NBC and later was with multiple-owner Meredith Broadcasting Co. Mr. Withycomb had not been active in broadcasting in recent years. Survivors include his wife, former Mathilde Harding, pianist well known in radio some years ago.

Hector Fraser Dougall, 62, president of CKPR and CFCJ-TV Port Arthur-Fort William, Ont., died Oct. 5 of heart seizure. He started CKPR in 1930.

Ralph L. (Roy) Harlow, 75, vp of BMI, music licensing organization, died Oct. 7 in Framingham, Mass. Mr. Harlow, long time industry veteran, began career in 1912 as manager of Marconi wireless station in Boston. Later, he organized and became president of Knickerbocker Attractions, booking agency. He was vp and program manager of Yankee Network from 1928-1943 and also served as vp of Colonial Network and Yankee Network News. He joined BMI in 1943 as director of station relations, advancing to vp in 1945.

Basil Ruysdael, 72, motion picture actor and former "voice" of *Your Hit Parade,* died Oct. 10 in Hollywood. Mr. Ruysdael, voice teacher of late opera star Lawrence Tibbett, also was announcer on several NBC and CBS shows.

Frederick Dietrich, 80, retired manufacturer of radio equipment, died in New York Oct. 10, following brief illness. He was member of Engineers Club and Fellow of Institute of Radio Engineers.

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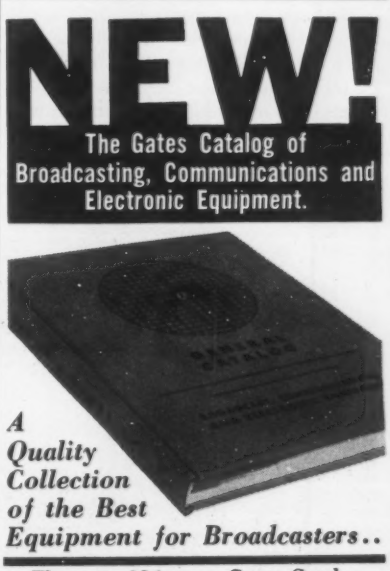
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Two years to plan three-day promotion

THAT'S THE INVESTMENT WNAX MADE FOR IT'S 'PLOWTOWN U.S.A.'

How can you measure the success of a major promotion by a radio station?

For instance, 160,000 farm folks turned out for the annual soil conservation field days and national plowing contests staged by WNAX Yankton, S. D., Sept. 21-23 on Burton Ode's farm near Sioux Falls, S. D.

That's one measure. A good attendance.

In this case the head count was unusually significant and probably overlooked in many news stories. It rained most of the time. Yet 160,000 people turned out anyway at "Plowtown U.S.A." They sloshed through the quagmires of mud to watch the plowing matches, listen to presidential candidates Nixon and Kennedy and inspect a 100-acre display of farm equipment worth more than $5 million. Co-sponsors with WNAX were the Sioux Falls Chamber of Commerce and the South Dakota Assn. of Soil Conservation Districts.

But attendance isn't the only measure. It doesn't begin to tell the real story behind the story. The two years of meticulous planning by WNAX officials. The months of coordination with several hundred local citizens and dozens of regional organizations and groups. The round-the-clock superhuman endurance records set by the WNAX staff as the event arrived. The spirit of getting on with the show despite unexpected obstacles. And, not least, the major investments in both time and money by the other principal participants, the big commercial exhibitors.

In essence, the measure of success depends upon the measure of planning and execution—the patient attention to infinite detail by many people over a long period of time. In this sense, the WNAX event was typical of the many big promotions that broadcast stations undertake every year.

The Pay-Off ▪ For just a three-day event, were the months of headaches and heartaches really worth it? "They certainly were," said Don Sullivan, general manager of WNAX and its area affiliate KVTV (TV) Sioux City, Iowa. "I can't imagine engaging in that much activity without leaving a good corporate image.

"We've established better rapport with our advertisers than ever before. We've broken bread together and solved the common problems involved in putting on this big national event. We've helped win new customers for them. And we've had a wonderful opportunity to prove again to the folks in this region that WNAX is a good citizen and a friendly neighbor."

WNAX, a CBS Radio affiliate, is a Peoples Broadcasting Corp. outlet. On 570 kc with 5 kw, directional night, WNAX emphasizes its "five state radio" service.

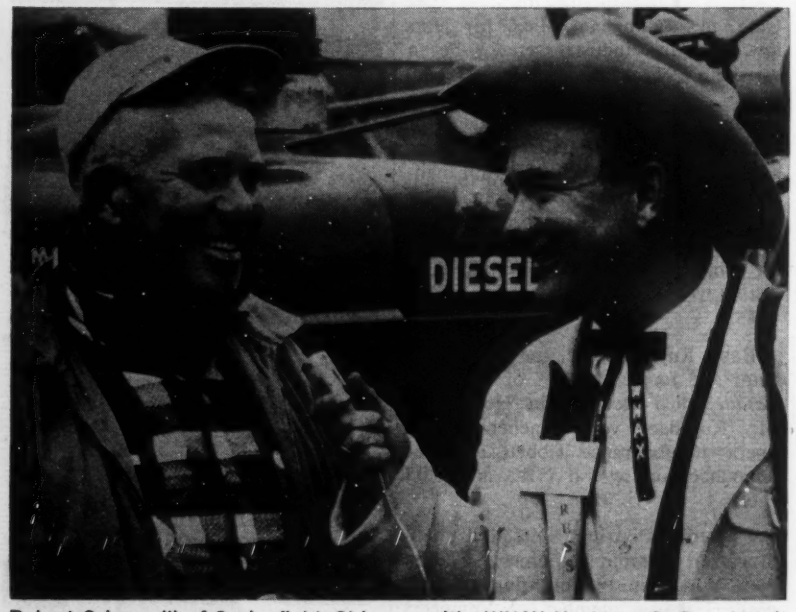
Germination Period ▪ How did a major promotion such as this come to birth? For WNAX it began more than two years ago when Mr. Sullivan and WNAX Business Manager Clair Giles, after investing $3,000 and considerable time in preparation of the initial prospectus, flew to Houston where the National Assn. of Soil Conservation Districts was holding its annual convention.

NASCD, which headquarters in Washington, D. C., and represents 2,900 conservation districts throughout the U.S., sets the rules and selects the sites for the annual plowing contest. The national event stems from the regional contest first staged in 1939 by Herb Plambeck, farm service director of WHO Des Moines, but interrupted by World War II. It was resumed in 1945 and became linked with national conservation efforts in 1946. Mr. Plambeck covered the WNAX promotion for WHO.

Once NASCD accepted the WNAX prospectus, the endless routine of detailed work had to begin. Broad regional participation was necessary, so the Sioux Falls Chamber of Commerce and the state association of conservation districts were invited to participate.

Both steering and executive committees were named to coordinate the work of 16 committees. All met frequently. Careful minutes were kept, published and circulated. Comprehensive "work to be done" lists and "how to do it" manuals were prepared and circulated among the committees. Check lists followed. Precise committee budgets were estimated to keep the work on a business-like basis.

Where? ▪ The first big job was to find the farm site. It had to be done a year before the event dates so the crops to be used could be planted and grown and the necessary conservation demonstrations put into practice. Basic factors such as public access, electric power, water and communication facilities also were involved. Sioux Falls, at the edge of the Great Plains, which were ravished by dust storms during the 1930s, was a logical geographical area in view



Robert Grieser (l) of Springfield, Ohio, tells "Plowtown Mayor" Rex Messersmith, WNAX Yankton, S. D., what it takes to win contour plowing match.

of the successful soil conservation that since has been accomplished in that area.

The site selection committee inspected nearly two dozen farms over a period of several months. Finally, the farm of Burton Ode was chosen. Mr. Ode had long practiced soil conservation and had participated in the plowing contests, so he knew just what would be involved.

All of these decisions and agreements involved legal contracts. Mr. Ode, for instance, received seed for his planting, fencing, construction of certain buildings and stock water dams, plus cash rentals of $2-10 per acre for the 540 acres of his farm which were involved.

County officials cooperated by pushing up a year the paving of the main road to the site, completing the hard-topping just before the event.

Another typical example of the thousands of details: a special license had to be obtained to cross a train track of the Chicago Northwestern. The track ran between the fields used for parking the thousands of autos.

The Planners ▪ Coordination of this planning fell to Rex Messersmith, WNAX farm service director, while Nick Bolton, commercial manager, was responsible for selling the commercial exhibit space which would help recover the $60,000 out-of-pocket expenses which WNAX, chiefly, and the other sponsors incurred. These expenses didn't include the considerable trade-out and co-op arrangements which all of the principals were able to negotiate.

Mr. Bolton's salesmen worked on the exhibit space while making their regular calls, selling it out almost completely within two months. Their efforts were supported by a heavy mail campaign, both advance and follow-up.

The 100 acres of exhibit area were divided into 122 lots, each 40 ft. wide by 100 ft. deep. These were rented for $180 each. Additional small tent sites for the little exhibitor were rented for $100. In other areas 25-machine demonstration plots were developed and crops grown on them. Each plot measured 60 x 500 ft. and rented for $360. A total of 82 exhibitors was signed, some taking multiple lots.

At the eastern end of the exhibit area a huge outdoor stage was erected. Here WNAX stationed its studio trailer and VIP hospitality trailer (rental, $200 each). To solve the critical water problem, a gasoline distributor steamed out one of his big tank trucks, filled it with water and parked it by the WNAX trailers. Rubber hose made the link.

Tent Village ▪ Three big tents also were erected in this area. One was for the contest headquarters. The second was for newsmen. (It was furnished with several dozen typewriters, telephone switchboard, eight Western Union transmitters and AP photo wire. UPI used motorcycle relay to its city office.) The third tent was used for program originations by Wynn Speece, "Your Neighbor Lady" on WNAX. It blew down during a rain and wind storm Sept. 21 while several hundred people were inside watching Miss Speece record interviews for her show. The men in the crowd sprang into action, holding up the poles and sides as their womenfolk escaped. Not a single person was injured. After repairs the next day, the tent was put up again.

To protect itself in such emergencies, WNAX spent $1,000 for a $1 million liability insurance policy for three days. Contracts with individual exhibitors specified each would be liable for his own space, an important factor not to be overlooked when large crowds are involved.

Several weeks before the event the local rural electrical cooperative began installing the power lines—supplying enough power for 14 big farms. The phone company ran in 36 lines for official phones, public phones and program lines. Since the site crossed into two different telephone franchise territories, a special agreement had to be negotiated between the two companies involved.

Champlin Oil & Refining Co., Fort Worth, Tex., supplied oil drums for trash containers. As for human comfort, six country-style structures were dug and built around the grounds (cost: $750).

Royalty, Too ▪ In the months leading up to Plowtown, WNAX conducted regional contests to find the "Queen of the Furrow." Finalists competed at Plowtown. During the same period WNAX worked into a steady on-air promotion and sent frequent news releases to a list of 1,000 radio-tx stations, newspapers, magazines and advertisers in the Midwest. Billboards, posters, handbills, auto stickers and other material were used. This phase was handled by Pete Peterson, WNAX promotion manager.

WNAX Production Manager Jack Bruce and Chief Engineer Cliff Todd invested as much time and planning to

Broadcasters unite for retail promotion

All the broadcast stations in the highly competitive Medford, Ore., market forgot their differences last month to present a joint two-hour retail promotion kicking off the Greater Medford Fall Festival.

Cooperating as the Medford Broadcast Media Assn., the five radio and single tv station presented the retailers with a simulcast resembling in aural form the daily newspaper type of special-event retail promotion. Medford retailers serve as a merchandising hub for southern Oregon and northern California.

For three days preceding the promotion, participating stations cross-plugged each other, urging listeners to listen to their competitors during the simulcast. Stations were KBOY, KMED, KDOV, KWIN (Ashland), KYJC and KBES-TV.

The simulcast opened with KBES-TV feeding the radio network, featuring community leaders, officials of the Retail Merchant's Committee and managers of the broadcast stations. It switched to a radio studio for the rest of the program. Special program segments saluted communities in the marketing area. Retailers bought commercials calling attention to values available during the fall festival. The stations pooled personnel to handle sales, programming and engineering involved in the joint effort.

Station principals in the promotion were (l to r): Edward P. Barnett, KBES-TV; Tom McLeod, KYJC; Winston K. Marks, KBOY; Henry Peck, KWIN, and Ray Johnson, KMED. Not in photo, James Silkwood, KDOV.

the remote broadcasting details as might be necessary for getting a new station on the air. Farm news remotes from Plowtown began Sept. 19. All WNAX programming between 6:30 a.m. and 6:30 p.m. originated there on the three event days.

A total of 15 stations took feeds from the WNAX program line. KELO Sioux Falls originated shows from its own trailer on the grounds. A number of other stations also were represented during the promotion. CBS and NBC, both radio and tv, covered the political candidates and the plowing contests.

Aside from the cold and the rain, other little obstacles helped make life interesting for WNAX News Director Bob Hill. It was his job to get things off the ground in the morning with news, weather and market reports. Arriving at the WNAX studio trailer at 6 a.m. Sept. 22, he found that the news wire, for the previous three hours, had been crumpling up its paper. No news. But fast leg work and the open phone to Yankton studios saved the show.

Governor Leads VIP List ▪ Gov. Ralph Herseth and other dignitaries turned out for the big occasion. Some local schools closed for all three days and students and their bands came by the busload.

The National Guard and state highway patrol supplied dozens of men, equipment and communication facilities for traffic control and public security. Plowtown hired its own force of policemen (off-duty regulars) for night protection. Although many cars and busses got mired in the mud, there were always tractors handy to pull them out.

The high spirit of cooperation was in evidence everywhere. Pioneer Hi-Bred Corn Co. sponsored three dozen tractor-wagon trains to haul spectators over the long muddy routes from parking lots to exhibits and conservation demonstrations. McCall Corp. and the National Cotton Council supplied dresses for local girls to model during some WNAX feature programs. Champlin supplied all fuels and oils for the contest vehicles. Local auto dealers provided courtesy cars for official use. So the list continued.

Adjacent to the commercial exhibits a large area was devoted to the "Conservation Wheel of Cooperation," a circle of exhibits by 14 public and private agencies, national and local, interested in conservation.

The plowing contests themselves involved months of preparation and the cooperation of hundreds of people in many states across the nation. Contest arranger was Lyle Hansen, WNAX associate farm director. Farm equipment firms usually assist state winners using their tractors to enter the national event. Winners of the national level land and contour plowing contests will be flown to France next year by WNAX to enter the international competition.

Just how much did the commercial exhibitors have at stake in a promotion of this kind? Some had planned for it for a year. They showed off equipment worth more than $5 million and in three days they spent an estimated $250,000 in out-of-pocket expenses, not counting wages, traveling and housing expenses. Most of the bigger exhibitors have been regular broadcast advertisers and expressed high appreciation for the value of an event sponsor such as WNAX. Used to exhibiting at major out-of-doors events, they seemed to take the weather in stride, seldom complaining about the thousands more who might have come if the weather had been brighter.

Republic Steel Corp.'s fencing exhibit, for example, gave away 5½ tons of farm-help brochures and 16,000 wire splicers, together worth $10,000. The three-day participation cost Republic about $17,000.

"This is sound business for us," said Robert E. Taylor, editor of Republic's *Farm Spokesman*.

After a 20-year hiatus, Republic is back in radio this year, using 28 stations in eight states this fall for its fencing products. Agency is Meldrum & Fewsmith, Cleveland.

International-Harvester spread its big exhibit over a dozen lots, much of it under canvas in a huge circus-size tent. Inside, grandstands held 1,800 people for each showing of a fast-paced half-hour entertainment show that featured exciting acts using I-H tractors and other equipment. Finale was a stirring "square dance" performed by eight I-H baby crawler tractors. The show, backed by a country-music band, was narrated by Jim Hill, radio-tv personality from WCCO Minneapolis.

International-Harvester gave five of these shows daily and enjoyed a packed house each time. The show involved 60 men. For the kiddies, the exhibitor featured junior peddle-tractor races.

Big Task ▪ It took 20 men nine days to set up the International Harvester exhibit. Some 150 tons of crushed rock had to be spread for groups foundation. Out-of-pocket expenses for this exhibitor; more than $60,000.

John Hansen, sales promotion supervisor for International-Harvester's Sioux Falls district, felt WNAX had done an excellent job of promoting the event. Of his own firm's participation: "We either do it right or we don't do it."

Also using a dozen lots for a huge display-type exhibit was Ford Motor Co. Bright, red sawdust walks lured passersby out of the mud to inspect machines and talk to salesmen. Without the expense of an entertainment show, Ford's cost ran only $10,000-15,000.

"Three days here are better than 10 days at most state fairs," said A. L. Lawson, district manager for Ford at Hopkins, Minn. He said 95% of the visitors could be considered prospects. He also complimented WNAX's role, noting, "we invest big in an event like this, and we expect to get people."

Another major exhibitor, Massey-

How to make hay

Major exhibitors at the WNAX Yankton plowing contest promotion "made hay" even though the sun didn't shine very much (see story this page). For example, tractor manufacturers capitalized on publicity breaks involving contest winners using their particular machines. Champlin Oil & Refining Co., Fort Worth, used contest film clips on two dozen tv stations in its market area. Jamieson Film Co. did filming under direction of L. E. DuPont, vice president and tv-radio director of Tracy-Locke Co., Dallas, agency for Champlin.

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Saga of the missing K

For KQV Pittsburgh it has been touch-and-go for the past few weeks following what it calls "one of the most daring robberies" in that city in the past decade when the K of its call letters was pilfered. Last week, after an intense area-wide search, the K was located by a KQV listener who received a $500 reward for his efforts. Station Manager John Gibbs (pointing in photo above) and Dick Drury, KQV's program director (with Mr. Gibbs in photo) explain their plight to the investigating officers. Because of sentimental reasons the station did not replace the original K while it was missing but simply operated as QV.

Ferguson Ltd., featured an entertainment show that headlined Tex Ritter. A major tv advertiser in both the U.S. and Canada, Massey-Ferguson spent $20,000 for its three-day Plowtown participation. This included a helicopter which was used for VIPs and publicity impact.

A veteran in putting on its "Jubilee" tent shows and exhibits, the big manufacturer carefully ties in its shows with its tv programs in both countries.

"We plan 18 months ahead," according to E. N. Everett, exhibit and display supervisor from Toronto headquarters. Company trucks carrying exhibit and show materials fan out from Toronto across Canada and the U.S. to meet exhibit schedules. This pre-packaging helps trim costs. Another simple economy: to soak up ground moisture and give solid footing, the company buys corn cobs from local farmers. They're easier to clean up after show, too. "The firm actually is able to keep per-head costs down to less than a dollar," Mr. Everett said. Needham, Louis & Brorby places the advertiser's tv business.

Deere & Co., another major manufacturer, used five lots for an economical display exhibit. "WNAX has been very helpful to us," said R. E. Windland, Omaha branch advertising manager. Deere likes to keep its exhibit simple, providing chairs so visitors can rest, and the equipment that they can climb upon, turn the switch and try out for themselves. "We like to stick to the solid things," Mr. Windland said.

Solid is the word for Deere in national promotion. The firm uses radio through Gardner Adv., St. Louis, and a few weeks ago spent $2 million to fly 5,000 dealers to Dallas for the unveiling of the new line of John Deere tractors with four and six cylinders. Deere had been making two-cylinder tractors since the end of World War I.

Allis-Chalmers representatives felt the sponsor role of a station like WNAX was significant in the success of such a major event. "We've had tremendous interest here in our $12,000 combine picker-sheller for corn," A. Parkes Howard, Sioux City branch manager, said.

Allis-Chalmers spent about $3,000-4,000 on its display-type exhibit.

"A show like this gives us an opportunity to show what's new," Mr. Howard said. "That's what's important. Your customers also stop by, because they're proud of what they have, of the equipment they've already bought and made a big investment in."

Another big manufacturer, J. I. Case Co., went heavy for educational-type displays at its exhibit. "We spent $3,000 alone for our signs and displays," R. B. Harris, Sioux Falls assistant branch manager, said. A dozen sales and farm service representatives were involved in the Case exhibit. Farmers were invited to register and prizes later were drawn. This permitted follow-up personal letters to each.

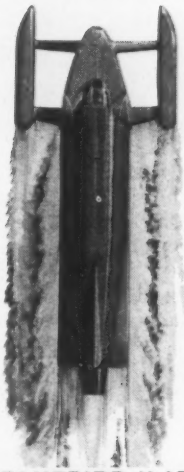
Case costs ran about $30,000, including personnel expenses.

How did the farmers rate the big event? Of those interviewed, nearly every one said he came because he heard about it on the radio or television. WNAX personalities reported constant greetings from the visitors who told them they came because their favorite radio neighbor had invited them. A Nebraska farmer brought his young son, "because it's better than three weeks in school."

And then there was the WNAX shuttle to the airport—to pick up the farmers who flew cross country in their own planes.

'Huck for President'

A decision has been made in smoke-filled rooms that will change the complexion of the presidential race. Huckleberry Hound will withdraw his hat



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from the ring and throw his weight to the other candidates.

It has been an open secret in the trade but closely guarded from the public. In fact, there's another Huck-for-President rally scheduled by Rich's department store and WSB-TV in Atlanta next week. Only last week the tv hound addressed more than 5,000 at a Freedomland rally in New York after stumping other cities across the country. His campaign assistant, Quick Draw McGraw, led a rally at St. Louis' Busch Stadium.

The presidential bandwagon got rolling last summer (BROADCASTING, Aug. 8) and inspired local promotions in many of 180 markets where *Huckleberry Hound* is on the air for Kellogg's (through Leo Burnett Co.). Screen Gems spearheaded the drive. Stations and department stores carrying Huckleberry Hound merchandise rallied around with their own tub-thumping.

Now more than a third of the stations have received a series of recorded announcements containing the political secret that will swing the child vote in two other directions. Actually it is a public-service campaign to pressure parents and other fans of age to register and vote.

The first in the series of transcriptions is a standard "Vote for Huck" appeal. The second, planned for use during local registration season, urges fans to register for the vote. In the last, containing the political bombshell, the candidate announces he is quitting the race ("a joke's a joke"), but he asks all voters to report to polls election day. This is for release shortly prior to Nov. 8. All run behind the standard Huck-for-President slide.

The Freedomland appearance was the last of the season for the paid act packaged by Screen Gems. The gate Oct. 8 was 11,000, up 2,500 (on a World Series day) from the Saturday before, with the help of promotion by WPIX (TV) New York, where *Huckleberry Hound* appears, and Macys department store. Performer Eddie Alberian, who plays the hound part on the amusement park-fair circuit, will take to the road with the cartoon company again next spring promoting also *Quick Draw McGraw* (he's on the same Kellogg lineup) and *The Flintstones*, which just debuted on ABC-TV. All are Hanna-Barbera Cartoons productions.

There are 25 more department store promotions between now and December using local talent, tieing in with stations at football games and local special events, but the race for the White House has been conceded by one of the politicians' best friends.

A STACK OF ACES

'Hole-in-One Club' registers 323 winners in golf contest

WNEW New York had a bag-full of "aces" to show for its successful summer promotion. Golfers on the 250 public and private courses in the metropolitan New York area were prospective members of the WNEW "Hole-In-One Club," which was in session between July Fourth and Labor Day. The Metropolitan Broadcasting station offered a personal transistor radio to any player who scored an authenticated hole-in-one. Plaques attached to the radios attested to each winner's ace and names were also announced on the station's *Kyle Rote Sports Show*.

Before the club was activated, WNEW asked area golf pros for estimates on how many aces might possibly be scored during the two-month period. Guesses ranged from three to 3,578, but the actual number reported totalled 323. Among those scoring holes-in-one were several advertising agency executives, including Raymond Sullivan, board chairman, Sullivan, Stauffer, Colwell & Bayles; William Bancroft, BBDO, and William Mahu, Lennen & Newell. The WNEW club was promoted by a few on-air announcements before July 4, nightly announcements of winners and display cards in area golf clubs. A transistor radio also was awarded to the golf pro whose guess came closest to the final tally of aces.

After feeding all the figures into computing machines, WNEW's research department revealed that the average hole-in-one was 153 yards and it was scored on the ninth hole with a seven-and-a-half iron.

Meet Mr. Bear, fund solicitor

Yogi Bear has been named chairman of the 1960-61 fund raising drive of Radio-Television-Recording & Advertising Charities of Hollywood, a united, once-a-year drive among members of the broadcasting, recording and advertising operations. The cartoon character, featured in the *Huckleberry Hound* series created and produced by Hanna-Barbara Productions, announced that the 1961 RTRA goal will be $325,000. Last year, RTRA raised $287,000.

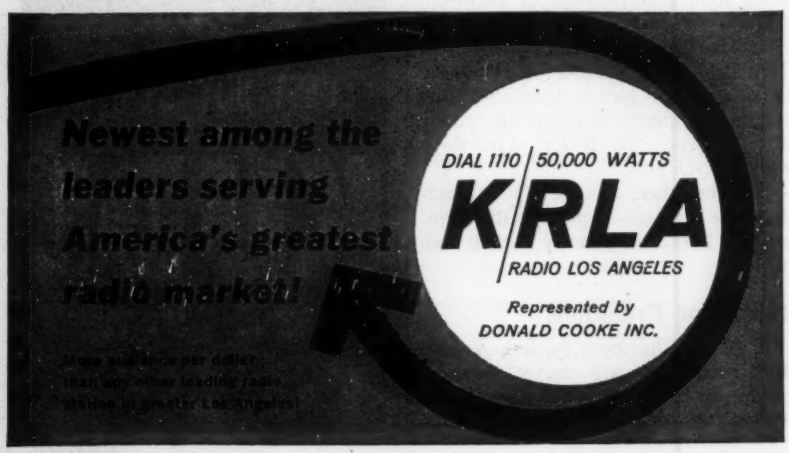
RTRA President J. Neil Reagan, vice president of McCann-Erickson, in announcing the appointment of Mr. Bear as chairman of the new fund drive to begin this month, said that as in previous years the money raised by RTRA will be distributed among eight major causes. Community Chest (which embraces 170 individual welfare and health agencies), American Red Cross, American Cancer Society, American Heart Assn., City of Hope, Crippled Children's Society, United Cerebral Plasey Assn. and the YMCA.

WSBT's prize-winning float

WSBT-AM-TV South Bend came away with first-place float honors in a recent parade honoring Studebaker-Packard Corp. in that Indiana city.

The stations' float was intended to highlight the role played by radio and television in telling the world about S-P through the years. The parade was sponsored by *Time* magazine as a tribute to South Bend citizens for their support of the company and its new car preview.

Adorning the float were Miss Radio, Miss Television and Miss Newspaper, representing the *South Bend Tribune*, which had been "Telling the World About Studebaker since 1872" (its first publication date). WSBT-AM-TV are Tribune properties. Highlight of the float was a 1902 Studebaker electric auto.



Win, p!ace and show at Wheeling Downs

NBC-TV's fall programs led all the way at Wheeling Downs race course when each of the nine races was named after one of the programs to be carried by WTRF-TV Wheeling, W.Va. Shown lined up at the starting gate are the station's "Starsview Starlets," local girls who served as jockey-dressed hostesses for the special "NBC-Starsview 7' night-at-the-races promotion. More than 10,000 people, reportedly the largest crowd of the season at Wheeling Downs, were admitted free. How many lost money later will never be known, but one person was lucky enough to win the station's giveaway of a 1961 sports car.

Radio in Southern California

Radio is particularly suited to Southern California's indoor-outdoor living pattern, Robert M. Light, president, Southern California Broadcasters Assn., said in previewing the 1960 fall edition of "The Sound of Selling," slide-film presentation of SCBA at a meeting of the Los Angeles Ad Club. On Oct. 23 Mr. Light leaves for an Eastern trip during which the market and radio data will be presented to top advertisers' organizations in New York, Philadelphia, Detroit, Cleveland and Chicago.

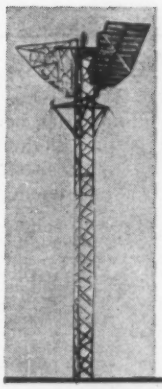
Southern California Radio reaches 98% of Southern California homes at a lower cost than in other areas, he said, stating that an analysis of station rates revealed that the amount of time that can be purchased for $1 in Los Angeles would cost $1.37 in Chicago, $1.42 in Philadelphia and $1.50 in Detroit.

Drumbeats...

Academic reference work ▪ WWDC Washington invited school superintendents in the capital area to accept an educational packet on radio for free distribution to libraries in more than 200 secondary schools. The booklets had been prepared by the NAB and purchased by WWDC through its president, Ben Strouse. Each packet contains nine fact-filled publications, including the Code of Good Practices, the Code of Conduct for Broadcasting Public Proceedings, a nine-page bibliography on radio and tv and other valuable background material.

News on views ▪ WREX-TV Rockford,, Ill., took large sections in *The Rockford Register, Freeport* (Ill.) *Journal-Standard, The Beloit* (Ill.) *Daily News* and *The Janesville* (Ill.) *Daily Gazette* to celebrate its seventh anniversary and to announce its fall season shows. Several sections were 20 pages or more. Included were stills from some of WREX-TV's ABC and CBS programs as well as from local shows. Ads and show schedules were also run in the special sections.

Magoo at Mugu ▪ World premiere of the new *Mister Magoo* series of five-minute tv films which UPA Pictures is producing and syndicating was held Sept. 30 at Point Mugu, Calif., headquarters of the Pacific Missile Range. Films were shown during the following weekend (Oct. 1-2) when the post held a space fair, open to the public, to inaugurate the 1960 Navy Relief campaign. UPA and KTTV (TV) Los Angeles, which will broadcast the *Mr. Magoo* series in that market, drove a busload of tv editors to Point Magu for the initial showing.



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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Oct. 6 through Oct. 12. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTIONS BY FCC

Anchorage, Alaska—Radio Anchorage Inc. Granted ch. 13 (210-216 mc); ERP 1.26 kw vis., 63 kw aur.; ant. height above average terrain -2 ft., above ground 174 ft. Estimated construction cost $117,957, first year operating cost $104,000, revenue $120,000. P. O. address Box 1960, Anchorage. Studio location Spenard Rd., Anchorage. Geographic coordinates 61° 11′ 20″ N. Lat., 149° 54′ 35″ W. Transmitter Gates, antenna GE. Legal counsel John Dunn, Anchorage. Consulting engineer Grant R. Wrathall, Oakland, Calif. Applicant is licensee of **KBYR Anchorage** and owns 51% of **KFRB Fairbank,** both Alaska. Ann. Oct. 5.

APPLICATIONS

Terre Haute, Ind.—Fort Harrison Telecasting Corp. vhf ch. 10 (192-198 mc); ERP 316 kw vis., 168 kw aur.; ant. height above average terrain 946.8 ft., above ground 988.2 ft. Estimated construction cost $567,900, first year operating cost $500,000 revenue $725,000. P.O. address 600 Sycamore Bldg. Studio location Terre Haute, Ind. Transmitter location Route U.S. 150, 14 miles S. of Terre Haute. Geographic coordinates 39° 13′ 27.5″ N. Lat., 87° 23′ 43.5″ W. Long. Trans. RCA TT-25CH, ant. TW-15A10P Legal counsel Spearman Roberson, 1023 Munsey Bldg., Washington, D.C. Consulting engineer Gautney & Jones, Warner Bldg., Washington, D.C. Fort Harrison Telecasting Corp., is group headed by **H. Ralph Johnston,** president, who is attorney. Ann. Oct. 7.

Casper, Wyo.—Rocky Mountain Tele Stations. vhf ch. 6 (82-88 mc); ERP 1.586 kw vis., 793 w (.793 kw) aur.; ant. height above average terrain 1386 ft., above ground 69 ft. Estimated construction cost $66,000, first year operating cost $36,000 revenue $40,000. P.O. address 1122 S. LaCienega Blvd., Los Angeles, Calif. Studio location 3900 E. Second St., Casper. Trans. location Casper, Wyo. Geographic coordinates 42° 45′ 29″ N. Lat., 106° 19′ 25″ W. Long. Trans. RCA TT-500A, ant. GE TY-60-C. Legal counsel Sher, Oppenheimer & Harris. Consulting engineer Silliman, Moffett & Rohrer Rocky Mountain Tele Stations is group headed by **Burt I. Harris,** president, HarriScope Inc. Ann. Oct. 12.

Existing tv station

ACTION

WEEK-TV, Peoria, Ill.—By letter, denied "petition for reconsideration" of commission action of July 7 dismissing application for mod. of cp to change operation to ch 25. Comr. Lee voted for grant; Comr. King not participating. Ann. Oct. 12.

CALL LETTERS ASSIGNED

WICD (TV) Danville, Ill.—Plains Tv Corp. Changed from WDAN-TV.

New am stations

ACTIONS BY FCC

Kailua, Hawaii—Egal Radio, granted 1130 kc., 1 kw. P.O. address 155 Montgomery St., San Francisco, Calif. Estimated construction cost $39,300, first year operating cost $66,000, revenue $78,000. Applicants are **Roger** and **Alice Cooke Kent,** 50% each. Mr. Kent is attorney. Ann. Oct. 12.

Terrytown, Neb.—Terry Carpenter Inc., granted 690 kc, 1 kw D. P.O. address Box 170, Terrytown. Estimated construction cost $18,500, first year operating cost $40,000, revenue $50,000. Terry Carpenter Inc. is owned by **Terry** (61%), **Gary** (14%), **Michael** (14%), and **Hazeldeane Carpenter** (8%). Terry Carpenter is state senator in Nebraska Legislature. Hazeldeane Carpenter is his wife, Gary and Michael are sons. Ann. Oct. 12.

Medford, Ore.—Medford Bcstrs., granted 860 kc, 1 kw D. P.O. address c/o Alexander & Co., 223 Sansome St., San Francisco, Calif. Estimated construction cost $27,131, first year operating cost $45,000, revenue $52,000. Applicants are (25% each) **Diana Crocker Redington, William H. Crocker II, Alexander M. Casey** and **Genevieve deDamphiere Casey.** None has previous broadcast interests. Ann. Oct. 12.

APPLICATIONS

La Mesa, Calif.—Helix Bcstg. Co. 1520 kc, 1 kw-D, 500 w-N. P.O. address c/o Cliff Gill, Disneyland Hotel, Anaheim, Calif. Estimated construction cost $50,093, first year operating cost $120,000. revenue $130.000. Principals include **Cliff Gill,** 30%, **Ira Laufer,** 27.5%, **David Drubeck** and **Daniel Russell,** 12.5% each. and others. Messers. Gill, Laufer, and Russell have interests in KEZY and KEZE (FM), both Anaheim, Calif. Mr. Drubeck is in real estate. Ann. Oct. 7.

Austell, Ga.—Five Cities Bcstg. Co. 1520 kc, 1 kw D. P.O. address Box 667. Estimated construction cost $26,183, first year operating cost $41,000, revenue $52,000. Principals include **Sid Williams** and **Charles W. Emerson,** equal partners. Mr. Williams owns newspaper. Mr. Emerson is public accountant. Ann. Oct. 11.

Normal, Ill.—McLean County Bcstg. Co. 1440 kc, 1 kw D. P.O. address 210 Washington St., Beardstown, Ill. Estimated construction cost $56,651, first year operating cost $54,000, revenue $60,000. Principals include **Robert W. Sudbrink,** 51%, and **Margareta S. Sudbrink,** 49% (husband and wife). Mr. and Mrs. Sudbrink own WRMS Beardstown, Ill. Ann. Oct. 7.

Oakland, Md.—Oakland Radio Station Corp. 1050 kc, 500 w D. P.O. address c/o Thomas B. Butscher, Berkeley Springs, W. Va. Estimated construction cost $23,320, first year operating cost $32,000, revenue $48,000. Principals include **Thomas B. Butscher, Gary L. Daniels, Kenneth E. Robertson, Richard D. Brooks,** 13.75% each, and others. Messrs. Butscher, Daniels, Robertson, and Brooks are employes of WCST Berkeley Springs, W. Va. Ann. Oct. 12.

Chisolm, Minn.—Gabriel Bcstg. Co. 980 kc, 5 kw. P.O. address 1667 Conway St. Paul, Minn. Estimated construction cost $67,897, first year operating cost $50,000, revenue $72,000. Principals include **Nicholas** and **Victor Tedesco,** equal partners (brothers). Messrs. Tedesco own WISK St. Paul, Minn., and KFNF Shenandoah, Iowa and have interest in KCUE Redwing, Minn. Ann. Oct. 12.

Belpre, Ohio—Tri-City Bcstg. Co. 910 kc. 1 kw. D. P.O. address 122 Elm St. Estimated construction cost $17,750, first year operating cost $40,000, revenue $44.000. Principals include **Russell Starner** and **Robert Benson,** equal partners. Mr. Starner is employe of Olin Tice Jr. Stations. Mr. Benson is employe of oil company. Ann. Oct. 7.

Myrtle Beach, S.C.—Grand Strand Bcstg. Co. 950 ks, 1 kw D. P.O. address Box 196, Ocean Drive Beach, S.C. Estimated construction cost $20,500, first year operating cost $54,000, revenue $60,000. Principals include **Frank P. Larson Jr.,** 50%, **Charles T. Tilghman** and **John H. Nye,** 25% each. Mr. Larson has interests in electronics companies. Mr. Tilghman has interest in real estate company. Mr. Nye owns real estate company. Ann. Oct. 7.

Buena Vista, Va.—Jesse J. Goodman 1590 kc, 1 kw D. P.O. address 209 W. Broad St., Falls Church, Va. Estimated construction cost $24,000, first year operating cost $48.000, revenue $54,000. Mr. Goodman owns clothing stores. Ann. Oct. 7.

Charlottesville, Va.—Colan L. Poore. 1580 kc, 1 kw D. P.O. address 8502 Greenwood Ave., Takoma Park, Md. Estimated construction cost $16,825, first year operating cost $28,000, revenue $39,500. Mr. Poore is employe of sporting goods store. Ann. Oct. 10.

Crystal City, Tex.—Crystal City Bcstrs. 1470 kc, 500 w D. P.O. address Box 36. Estimated construction cost $18,773, first year operating cost $36,000, revenue $65,520. Principals include **Dr. Charles H. Haggard,** 75%, and **Kenneth R. Rogers,** 25%. Dr. Haggard has private medical practice. Mr. Rogers is employe of KITE San Antonio, Tex. Ann. Oct. 12.

CORRECTION TO APPLICATION IN OCT. 10 ISSUE:

Bryan, Ohio—Williams County Bcstg. System. 1520 kc, .25/.5 kw D. P.O. address c/o John G. Greene, 2700 Ritchie St., Portsmouth, Ohio. Estimated construction cost $26,243, first year operating cost $33 600, revenue $52,000. Principals include **John G. Greene** and **Joseph S. Klarke,** 24½% each, **George E.** and **Harry E. Worstell,** 23% each (father and son), and **Gladys R. Worstell,** 5% (wife of George Worstell). Messrs. Greene and Klarke are employes of WIOI New Boston, Ohio. Messrs. Worstell own home supply business. Mrs. Worstell is sales director in that business. Ann. Sept. 28. The above was printed incorrectly in Oct. 10 issue.

Existing am stations

ACTIONS BY FCC

WDIG Dothan, Ala.—Granted increased daytime power on 1450 kc from 250 w to 1 kw-LS, continued nighttime operation with 250 w; remote control permitted; engineering condition. Ann. Oct. 12.

KDXE North Little Rock, Ark.—Waived sec. 3.30 of rules and modified license to move studio to Little Rock. Ann. Oct. 12.

KSUE Susanville, Calif.—Granted increased daytime power on 1240 kc from 250 w to 1 kw-LS, continued nighttime operation with 250 w. Ann. Oct. 12.

KCID Caldwell, Idaho—Granted increased daytime power on 1490 kc from 250 w to 1 kw-LS, continued nighttime operation with 250 w; remote control permitted; engineering condition. Ann. Oct. 12.

WCFV Clifton Forge, Va.—Granted increased daytime power on 1230 kc from 250 w to 1 kw-LS, continued nighttime operation with 250 w. Ann. Oct. 12.

APPLICATIONS

KSYC Yreka, California—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490kc) Ann. Oct. 12.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Oct. 12

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,455	50	88	886
FM	729	34	192	133
TV	479	55	78	120

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Oct. 12

	VHF	UHF	TV
Commercial	454	81	535
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

As reported by FCC through Aug. 31, 1960

	AM	FM	TV
Licensed (all on air)	3,466	721	479[1]
CPs on air (new stations)	39	31	55[2]
CPs not on air (new stations)	102	190	76
Total authorized stations	3,607	942	655
Applications for new stations (not in hearing)	611	85	28
Applications for new stations (in hearing)	201	35	75
Total applications for new stations	812	120	103
Applications for major changes (not in hearing)	596	36	43
Applications for major changes (in hearing)	274	9	14
Total applications for major changes	870	45	57
Licenses deleted	0	1	1
Cps deleted	0	0	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

WEZY Cocoa, Fla.—Cp to increase daytime power from 500 w to 1 kw. (1350kc) Ann. Oct. 11.

KRUS Ruston, La.—Cp to increase daytime power from 250 to 500 w and install new trans. (1490kc) Ann. Oct. 12.

WSTR Strugis, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230kc) Ann. Oct. 7.

WTCM Traverse City, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400kc) Ann. Oct. 7.

KOVC Valley City, N. D.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490kc) Ann. Oct. 11.

KGRO Gresham, Ore.—Cp to increase daytime power from 250 w to 1 kw and nighttime power from 100 w to 250 w and install new trans. (1230kc).

WVEC Hampton, Va.—Cp to increase daydaytime power from 250 w to 1 kw, install new trans. change ant.-trans. location, operate trans by remote control and make changes in ant system. (1490kc) Ann. Oct. 7.

CALL LETTERS ASSIGNED

KHVR (FM) Bijou, Calif.—Heavenly Valley Radio Corp.

KCUF (FM) Redwood City, Calif.—Frank James.

WCME-FM Brunswick, Me.—Westminster Bcstg. Co.

WXTC (FM) Annapolis, Md.—Annapolis Bcstg. Corp. Changed from WANN-FM.

WYOU (FM) Baltimore, Md.—United Bcstg. Co. Changed from WSID-FM.

WUPY (FM) Lynn, Mass.—Harvey Sheldon.

KSYN (FM) Joplin, Mo.—William B. Neal.

*KTXT-FM Lubbock, Tex.—Texas Technological College.

New fm stations

ACTIONS BY FCC

Eatontown, N. J.—Harold M. Gade. Granted 105.5 mc, 1 kw. Ant. height above average terrain 210 ft. P.O. address WHTG Route 1, Asbury Park, N.J. Estimated construction cost $11,450, first year operating cost $2,000, revenue $2,000. Mr. Grade owns WHTG Eatontown. Ann. Oct. 5.

Goldsboro, N. C.—Eastern Carolina Bcstg. Co. Granted 96.9 mc, 25.5 kw. Ant. height above average terrain 385 ft. P.O. address P.O. Box 1024. Estimated construction cost $13,153. Eastern Carolina Bcstg. Co. is group headed by A. T. Hawkins, president. Ann. Oct. 5.

North Wilkesboro, N. C.—Wilkes Bcstg. Co., granted 97.3 mc, 4.5 kw. P.O. address P.O. Box 950. Estimated construction cost $16,106, first year operating cost $12,000, revenue $12,000. Applicant fm has same ownership as WKBC North Wilkesboro, N. C. Ann. Oct. 12.

Odessa, Tex.—Audiomnialtifidelity, granted 99.1 mc, 3.4 kw. P.O. address 1316 39th St., Lubbock. Tex. Estimated construction cost $10,385, first year operating cost $24,000, revenue $26,000. Principals include Eldon Ray Cox, 90%, and others. Mr. Cox is in electronics. Ann. Oct. 12.

Yakima, Wash.—David Z. Pugsley, granted mc, 890 w P.O. address Rt. 1, Box 268, Tieton, Wash. Estimated construction cost $6,700, first year operating cost $2,000, revenue $7,500. Applicant is employe of KNDO-TV Yakima, Wash. Ann. Oct. 12.

APPLICATIONS

Ann Arbor, Mich.—Theodore W. Gibson Jr. and **Michael Rice,** 94.3 mc, .260 kw. Ant. height above average terrain 160 ft. P.O. address c/o Mr. Gibson, 2285 W. Stadium Blvd. Estimated construction cost $13,941, first year operating cost $26,500, revenue $47,200. Principals include **Theodore W. Gibson Jr.** and **Michael Rice,** equal partners. Mr. Gibson has interest in weather forecasting service. Mr. Rice is in recording business. Ann. Oct. 11.

Sumter, S. C.—WFIG Inc. 101.3 mc, 2.89 kw, Ant. height above average terrain 242.5 ft. P.O. address P.O. Box 30. Estimated construction cost $10,741, first year operating cost $1,200, revenue $4,500. Fm applicant will duplicate WFIG Sumter, S.C. Ann. Oct. 11.

Hampton, Va.—Peninsula Radio Corp. 101.3 mc, 28.2 kw. Ant. height above average terrain 377 ft. P.O. Box 481. Estimated construction cost $29,551, first year operating cost $50,000, revenue $65,000. Fm applicant will duplicate WVEC Hampton. Ann. Oct. 7.

Existing fm stations

ACTION BY FCC

WFMK(FM) Grand Rapids, Mich.—Granted cp to move to Holland, Mich., and decrease ant. height from 235 ft. to 215 ft., continued operation on 94.5 mc with 37 kw; engineering condition. Ann. Oct. 12.

APPLICATION

WAYL Minneapolis, Minn.—Mod. of cp (which authorized new fm broadcast station) to change frequency from 96.3 mc ch 242 to 96.1 mc, ch 241, change from 3.515 ERP to 10.101 kw and make changes in ant. system. Ann. Oct. 7.

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CALL LETTERS ASSIGNED

WOWW Naugatuck, Conn.—Naugatuck Valley Service Inc. Changed from WNTE.

WSOR Windsor, Conn.—Tobacco Valley Bcstg. Co. Changed from WIPI.

WRIZ Coral Gables, Fla.—Sioux Bcstg. Corp.

WSFR Sanford, Fla.—Sanford-Seminole Bcstg. Co. Changed from WIOD.

WZST Tampa, Fla.—Dixieland Bcstrs. Changed from WEDA.

WERX Anderson, Ind.—Radio WBOW Inc. Changed from WCBC.

KIRL Wichita, Kan.—Jayhawk Bcstg. Corp. Changed from KFBI.

WRKB Kannapolis, N.C.—Foy T. Hinson.

KPBC Forest Grove, Ore.—Triple G Bcstg. Co. Changed from KGGG.

WTID Newport News, Va.—United Bcstg. Co. Changed from WYOU.

KOQT Bellingham, Wash.—A. V. Bamford.

KYCN Wheatland, Wyo.—KOWBoy Bcstg. Co.

Ownership changes

ACTION BY FCC

KBAK-TV Bakersfield, Calif.—Granted transfer of control from **Chronicle Pub. Co.** to **Reeves B/cg & Development Corp.**; consideration $468,634 and cancellation of $381,366 indebtedness. Transferee is licensee of WUSN-TV, Charleston, S. C. Ann. Oct. 12.

KFMH(FM) Colorado Springs, Colo.—Granted assignment of license and cp to **KFMH, Inc.**, wholly owned by **Tv Colorado Inc.** (KKTV Colorado Springs); consideration $35,000. Ann. Oct. 12.

KGHF Pueblo, Colo.—Granted assignment of licenses to **KGHF Inc.**, 100% owned by **Tv Colorado Inc.** (KKTV Colorado Springs); consideration $120,000. Ann. Oct. 12.

KEST Boise, Idaho—Granted assignment of cp to **John M. Bryan** and **Reid W. Dennis** d/b as **KEST B/cg Associates**; consideration $7,089 for expenses. Ann. Oct. 12.

KFLW Klamath Falls, Ore.—Granted (1) transfer of control from **Joe D.** and **Lois A. Carroll** as individual stockholders to same as joint tenant stockholders and (2) assignment of license to **David F. Snow**; consideration $95,000. Ann. Oct. 12.

KURV Edinburg, Tex.—Granted transfer of control from **Rogers Kelley** to **W. Lloyd Hawkins, Norman E. Loomis** and **D. A. Benton**; consideration $150,000. Ann. Oct. 12.

KPKW Pasco, Wash.—Granted assignment of license to **Century B/cg Corp.**; consideration $3,000 and assumption of liabilities. **G. Robert M. Stacey**, assignee president, has half interest in KAGT Anacortes, Wash. Ann. Oct. 12.

APPLICATIONS

KINK Phoenix, Ariz.—Seeks assignment of cp from **Harold Lampel** and **Dawkins Espy**, equal partners, d/b as **Phoenix Bcstg. Co.** to **Harold Lampel**, sole owner. Partnership is being dissolved with no financial consideration involved. Ann. Oct. 11.

KDON Salinas, Calif.—Seeks transfer of control of **KDON Inc.** from **Richard** and **Sherley Bott** (husband & wife), sole owners, to **John B. Rushmer**, for $350,000. Mr. Rushmer was formerly employed as Dean of the School of Business Administration at University of Kansas City, Kansas City, Mo. Ann. Oct. 12.

KSBW-AM-FM-TV Salinas, Calif., KSBY San Luis Obispo, Calif.—Seeks transfer of control of **Salinas Valley Bcstg. Corp.** from **William Oates**, total of 8.4%, to **John Cohan** for $42,000. After FCC approval, Mr. Cohan, 54%, will have control. Ann. Oct. 12.

WTVJ (TV) Miami, Fla.—Seeks assignment of license from **WTVJ Inc.** to **Wometco Enterprises Inc.**, parent company. No financial transaction involved. Ann. Oct. 12.

WYNK Baton Rouge, La.—Seeks transfer of control of **Vox Inc.** through sale of 70.84% of stock of parent company, **Capital Bcstrs. Inc.**, by **Victor E. Coursey Jr., Donald E. Smiley, Ronald J. Gomez, Hunter Barrilleaux, Rolfe H. McCollister** and **Elmo Harelson** to **Airco Bcstg. Co.** for $14.166. Airco principals include **Prior A. McCallum**, 50%, and **A. Prince Hernandez** and **W. J. Keown**, 25% each. Mr. McCallum owns plumbling company. Mr. Hernandez owns ice company. Mr. Keown is employe of WAIL Baton Rouge, La. Ann. Oct. 4.

KOKO Warrensburg, Mo.—Seeks transfer of control of **Johnson County Bcstrs. Inc.** from **Leslie** and **Ruth Ware**, 99% (husband and wife), and **C. Willard Max** (deceased), 1% beneficially owned by Mr. Ware, to **William Tucker**, 50.5%, and **Avis Tucker**, 49.5% (husband and wife), for $57,000. Mr. and Mrs. Tucker own newspaper publishing company. Ann. Oct. 11.

KTNM Tucumcari, N. M.—Seeks assignment of license from **Robert D. Houck** and **Hoyt Houck d/b Tucumcari Bcstg. Co.** to **Tucumcari Bcstg. Co.** Change from equal partnership to corporate form of business. No financial transaction involved. Ann. Oct. 12.

WALY Herkimer, N. Y.—Seeks transfer of control from **Richard K. Thorman** and **George A. Baker**, equal partners, to **Richard K. Thorman**, 53.1%, and **George A. Baker** 46.9%. Transfer of four shares of stock in payment of debt. Ann. Oct. 7.

WHUN Huntington, Pa.—Seeks assignment of license from **Joseph F. Biddle Publishing Co.** to **Huntington Bcstrs. Inc.**, wholly-owned subsidiary of Joseph Biddle Co. Formation of corporation business with no financial transaction involved. Ann. Oct. 7.

WKAQ-TV San Juan, P. R.—Seeks involuntary transfer of control of **El Mundo Inc.** from estate of **Angel Ramon** (deceased), 74%, to **Jose Oviedo** and **Pablo Badillo**, 74% under terms of will. No financial consideration is involved. Ann. Sept. 29.

KEAG Alcoa, Tenn.—Seeks transfer of control of **Blount County Bcstg. Co.** from **Louis Chiles, Fred Atchley, Ronald Ingle** and **Herman Petre**, 25% each, to **Herman Petre**, 62.5%, and **Haywood C. Brinegar**, 37.5%, for $20,000. Mr. Brinegar is in insurance business. Ann. Oct. 12.

WBIR-AM-FM-TV Knoxville, Tenn.—Seeks assignment of license from **Taft Bcstg. Co.** to **WMRC Inc.** for $3,250,000. WMRC Inc., group headed by **R. A. Jolley**, president, owns WFBC-AM-FM-TV Greenville, S. C. Ann. Oct. 10.

KPAR-TV Sweetwater, Tex.—Seeks assignment of license from **Texas Telecasting Inc.** to **Texas Key Bcstrs. Inc.**, on ten year lease agreement with purchase option, for $799,440. Principals include **James M. Isaacs**, 48.5%, **Albert R. Elam Jr.**, 50%, and **Albert R. Elam Sr.**, 1% (father & son). Mr. Isaacs is vice-president of Texas Telecasting and general manager of KPAR-TV. Messrs. Elam are in trucking & oil business. Ann. Oct. 12.

WLLI Highland Springs, Va.—Seeks assignment of cp from **Charles E. Springer**, sole owner, to **Henrico Radio Corp.** Owners will be **Kenneth L. Wood**, 60%, and **Charles E. Springer**, 40%. Mr. Wood, employe of WEAM Arlington, Va., is paying $3,000 for 60% interest plus $25,000 loan to corporation. Ann. Oct. 7.

KVAN Camus, Wash.—Seeks assignment of license from **William B.** and **Cathryn C. Murphy**, equal partners (husband and wife), to **Cathryn C. Murphy**, sole owner, according to terms made in property settlement agreement. No financial transaction is involved. Ann. Oct. 12.

Hearing cases

FINAL DECISIONS

■ By decision, commission granted (1) application of W. D. Frink, tr/as Jefferson Radio Co., for new station to operate on 1480 kc, 5 kw, D, in Irondale, Ala., and (2) petition by Bessemer B/cg Co., to dismiss without prejudice its application to change facilities of WEZB, Bessemer, Ala., from 1450 kc, 250 w, U, to 1480 kc, 5 kw, D. Bartley abstained from voting. Supplemental initial dicision of Feb. 9 looked toward this action. Ann. Oct. 12.

■ By decision, commission denied application of Dodge City B/cg Co., for new station to operate on 600 kc, 500 w, U, DA-2, in Liberal, Kans. Comr Lee dissented; Comr King not participating. Dec. 16, 1959 initial decision looked toward granting application. Ann. Oct. 12.

■ Commission granted following five fm stations SCA to furnish background music on multiplex basis to subscribers: KHVR Bijou, Calif.; WFMA Rocky Mount, N.C.; WLRJ Roanoke, Va.; WTOS Wauwatosa, Wis. and KIOO Oklahoma City, Okla. Ann. Oct. 12.

STAFF INSTRUCTIONS

■ Commission on Oct. 12 directed preparation of document looking toward granting application of entertainment and amusements of Ohio Inc., for new am station to operate on 1320 kc, 500 w, D, DA, in Solvay, N. Y. March 11 initial decision looked toward this action. Ann. Oct. 12.

INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Suburban Bcstrs. for new class A fm station to operate on 103.1 mc;

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ERP 1 kw; ant. height 146.6 ft., in Elizabeth, N.J. Ann. Oct. 6.

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Brandywine Bcstg. Corp. for new class B fm station to operate on 100.3 mc; ERP 2.788 kw; ant. height 433 ft., in Media, Pa. Ann. Oct. 6.

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of North Suburban Radio Inc., for new class A fm station to operate on 103.1 mc; ERP 1 kw; ant. height 118.2 ft., in Highland Park, Ill. Ann. Oct. 7.

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Associated Enterprises for new am station to operate on 1410 kc, 1 kw, DA, D, in Brockton, Mass. Ann. Oct. 7.

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Independent B/cg Co., for new class A fm station to operate on 95.9 mc, ERP 720 w, ant. height 160 ft., in Darien, Conn., and denying application of High Fidelity Music for similar facility with ERP 740 w and ant. height 256 ft. in Port Jefferson, N. Y. Ann. Oct. 11.

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of WPGC Inc., for mod. of license to change main studio location of station WPGC (1580 kc, 10 kw, DA-D) from Morningside, Md., to Washington, D. C. Ann. Oct. 12.

OTHER ACTIONS

■ By memorandum opinion and order, Commission granted petition for reconsidering filed by Harry A. Epperson Jr. (WPVA) Colonial Heights-Petersburg, Va., to extent of modifying May 18 grant to Petersburg B/cg Co. for increase of daytime power of station WSSV Petersburg, from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N to add condition that WSSV shall take appropriate steps as may be necessary to prevent cross-modulation with operation of WPVA resulting from use of increased operating power by WSSV and to submit proof of such accomplishment. Comr. Bartley concurred in part; Comr. Craven dissented in part; Comr. King not participating. Ann. Oct. 12.

■ By decision, commission (1) granted application of Macon County B/cg Co. for new am station to operate on 1050 kc, 250 w. D, in Montezuma, Ga., and (2) retained in hearing status application of Garden City B/cg Co., to increase power of station WAUG Augusta, Ga., from 1 kw to 5 kw, continued daytime operation only on 1050 kc, and held application in pending file without final action pending ratification and entry into force of the United States/Mexican Agreement. Comrs. Bartley and Cross dissented as to action on Garden City. April 1 initial decision looked toward granting both applications with condition that WAUG be retained in hearing pending ratification and entry into force of United States/Mexican agreement. Ann. Oct. 12.

■ By order, commission granted petition of Association of Federal Communications Commission Engineers for mod. of March 16 order revising sec. V-A of FCC Form 301, "Application for Authority to Construct New Broadcast Station or Make Changes in Existing Broadcast Station," to extent of extending from Oct. 25, 1960 to Jan. 10, 1961 deadline for submitting amendments to am applications awaiting processing, but denied alternative request for deletion of requirment to amend such applications prior to their "cut-off" date. Ann. Oct. 12.

Valley Tv Cooperative Inc. Moorefield, W. Va.—Granted cps for two new tv translator stations; one to operate on ch 70 to translate programs of WTOP-TV (Channel 9), Washington, D. C. and other on ch 80 to translate programs of WJAC-TV (ch 6), Johnstown, Pa.; engineering condition. Ann. Oct. 12.

KHOL-TV Kearney, Neb., WIBW-TV Topeka, Kans.—Designated for consolidated hearing applications to relocate trans. sites 182 miles apart, which is less than 190-mile minimum for this zone. Comr. Lee dissented to inclusion of waiver issue. Ann. Oct. 12.

M and W Co., Bethany Bcstg Co., Yakima, Wash—Designated for consolidated hearing applications for new daytime am stations—M and W to operate on 940 kc, 250 w and Bethany on 930 kc, 1 kw. Ann. Oct. 12.

Pinkham Mountain TV Club Fortine, Mont.—Granted temporary authority to operate vhf tv repeater station to serve Tobacco River area by repeating programs of KREM-TV (ch 2), Spokane, Wash.; by letter advised applicant of provisions of sec. 4.732 (d) of rules concerning translator operation. Ann. Oct. 12.

Ochoco Telecasters Inc. Prineville, Ore.—Granted new cp to replace expired cp for tv translator station to serve Prineville and Redmond by using ch 76 to translate programs of KPTV (Channel 12), Portland. Ann. Oct. 12.

Routine roundup

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Denied motion by WHDH Inc., to postpone date for filing briefs in the Boston tv ch 5 proceeding pending commission action on petition to eliminate Allen B. DuMont Laboratories Inc., as party applicant. Action. Oct. 5.

By Commissioner Charles H. King

■ Granted petition by Rogue Valley B/crs Inc. (KWIN) Ashland, Ore., and extended to Oct. 7 time to respond to petition for review of adverse ruling filed by Medford B/crs Inc. (KDOV) Medford, Ore., in proceding on their am applications. Action. Oct. 4.

■ Granted petition by Florida-Georgia Tv Co., Jacksonville, Fla., and extended to Oct. 10 time to respond to opposition of Jacksonville B/cg Corp. to Florida-Georgia statement as to hearing order and petition for modification of issues in Jacksonville, Fla., tv ch 12 proceeding. Action. Oct. 4.

■ Granted petition by Biscayne Tv Corp. and extended to Oct. 31 time to file exceptions to initial decision in Miami, Fla., tv ch 7 proceeding. Action. Oct. 7.

■ Granted petition by Coral Tv Corp. and extended to Nov. 14 time to file exceptions to initial decision in Perrine-South Miami, Fla., ch 6 proceeding. Action. Oct. 7.

■ Granted petition by Tenth District B/cg Co., McLean, Va., and extended to Oct. 14 time to file its opposition to petition to enlarge issues filed by Seven Locks B/cg Co., Potomac-Cabin John, Md., in proceeding on their am applications. Action Oct. 7.

■ Granted petitions by Broadcast Bureau and extended to Oct. 7 time to reply to petitions to enlarge issues filed by WKAP Inc., Allentown, Pa., and Windber Community B/cg System, Windber, Pa., in consolidated am proceeding in dockets. Action Oct. 7.

■ Granted petition by Broadcast Bureau and extended to Nov. 1 time to file exceptions to initial decision in proceeding on am applications of Caro B/cg Co. and Tuscola B/cg Co., both Caro, Mich. Action. Oct. 10.

■ Granted petition by Broadcast Bureau and extended to Oct. 14 time to file replies to petition to withhold action on am application of Sunbury B/cg Corp., Sunbury, Pa. Action Oct. 10.

By Hearing Examiner Basil P. Cooper

■ Pursuant to ruling of hearing examiner at July 27 hearing, reopened record and scheduled hearing conference for Oct. 28 and continued from Oct. 18 to date to be specified at conclusion of further evidentiary hearing, time for filing of proposed findings in proceeding on am applications of Brandywine B/cg Corp., Media, Pa. Action Oct. 5.

■ Scheduled prehearing conference for Oct. 12 in proceeding on am application of Stephens County B/cg Co. (WNEG) Toccoa, Ga. Action. Oct. 5.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled hearing for Nov. 14 in proceeding on am application of Dunlea B/cg Industries Inc. (WMFD) Wilmington, N. C. Action. Oct. 3.

By Hearing Examiner Thomas H. Donahue

■ Upon request of applicant made at Oct. 3 prehearing conference, and with consent of all parties, scheduled hearing for Dec. 5 in proceeding on am application of W. R. Frier (WBHF) Cartersville, Ga. Action. Oct. 4.

■ Granted joint petition by Inter-Cities B/cg Co., Livonia, Mich., and Peoples B/cg Corp. (WGAR) Cleveland, Ohio, and changed from Oct. 3 to Oct. 17 date for submission of rebuttal engineering exhibits by Inter-Cities B/cg Co. in proceeding on its am application. Action. Oct. 4.

■ Granted petition by Clackamas B/crs (KGON) Oregon City, Ore., insofar as it requests removal of its am application from hearing; application returned to processing line. Action. Oct. 6.

■ Granted petition by Broadcast Bureau and extended from Oct. 3 to Oct. 6 time to file proposed findings of fact in proceeding on am applications of S&W Enterprises Inc., Woodbridge, Va. Action. Oct. 6.

■ Granted petition by Broadcast Bureau and extended from Oct. 6 to Oct. 11 time to file proposed findings and to Oct. 26 for replies in proceeding on am applications of S & W Enterprises Inc., Woodbridge, Va., et al. Action. Oct. 11.

■ Granted motion by Benjamin C. Brown, Oceanside, Calif., and continued Oct. 17 hearing to Oct. 27 in proceeding on his am application, et al. Action. Oct. 11.

■ On own motion, corrected in various respects transcript of record in proceeding on am applications of Floyd Bell, Texarkana and Belton B/crs Inc., Belton, both Texas. Action. Oct. 7.

By Hearing Examiner Charles J. Frederick

■ Granted motion by KLIX Corp., protestant, and continued Oct. 4 prehearing conference to Oct. 20 in proceeding on applications of Idaho Microwave Inc., for cps for new fixed radio stations at Kimport Peak, Rock Creek and Jerome, all Idaho. Action. Oct. 4.

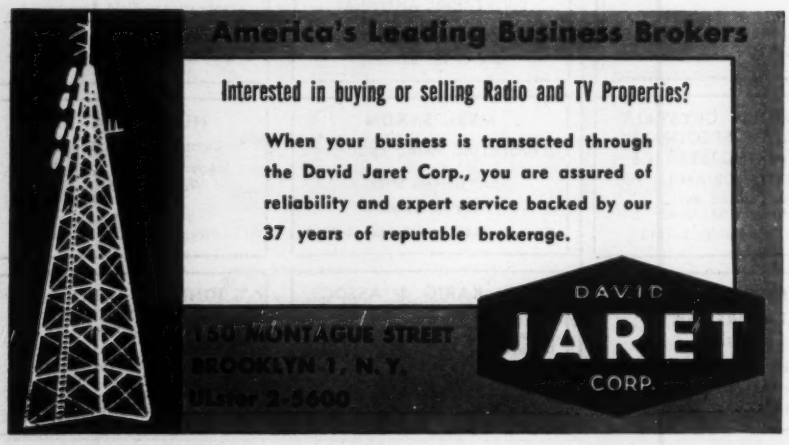
■ As result of agreements reached at Oct. 5 prehearing conference, scheduled certain procedural dates; continued without date hearing on am applications of Henry Perozzo (KAYE) Puyallup, Wash., KBKW hearing for Nov. 22 on application of Colum-Inc. (KBKW) Aberdeen, Wash., and Carl-Dek Inc., Kirkland, Wash.; and scheduled bia River B/crs Inc., Mount Vernon, Wash. Action. Oct. 5.

■ Granted motion by South Shore B/cg Corp., party respondent, and extended from Oct. 10 to Oct. 24 time to file reply findings in proceeding on am applications of Voice of Dowagiac, Dowagiac, Mich., et al. Action. Oct. 10.

By Hearing Examiner Walther W. Guenther

■ Granted joint motion by Dixie B/cg Co. (WCCP) Savannah, Ga., and WMFJ Inc. (WMFJ) Daytona Beach, Fla., and extended from Oct. 10 to Nov. 10 time to file proposed findings and from Oct. 21 to Nov. 21 for replies in proceeding on their am applications. Action. Oct. 5.

■ On own motion, scheduled prehearing conference for Oct. 13 in proceeding on applications of Mesa Microwave Inc., Oklahoma City, Okla., for cps for new fixed tv video radio stations at Pearsall, Cotulla and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Encinal, Tex. Action Oct. 6; Oct. 20, Lake City, Madison, and Monticello, Fla. Action. Oct. 5.

■ Granted motion by Broadcast Bureau and extended from Oct. 7 to Oct. 14 date for notification concerning certain exhibits in renewal of license of KWSC and aux., et proceeding on am applications of Washington State University, Pullman, Wash., for al. Action. Oct. 7.

■ On own motion, scheduled prehearing conference for Oct. 21 in proceeding on fm application of Peoples B/cg Corp., Trenton, N. J. Action. Oct. 11.

■ On own motion, scheduled prehearing conference for Oct. 28 in proceeding on applications of Southern Transmission Corp. for cps for new fixed video stations at Palm Beach Gardens, Stuart and Fort Pierce, Fla. Action. Oct. 11.

By Hearing Examiner Isadore A. Honig

■ Scheduled prehearing conference for Oct. 26 in proceeding on am application of Dunlea B/cg Industries Inc. (WMFD) Wilmington, N. C. Action. Oct. 6.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Broadcast Bureau and extended from Sept. 30 to Oct. 31 time to file proposed findings and from Oct. 17 to Nov. 14 for replies in proceeding on am application of Service B/cg Co., Concord, Calif. Action. Oct. 4.

By Hearing Examiner H. Gifford Irion

■ Scheduled prehearing conference for Oct. 20 in proceeding on fm applications of KOMY Inc., Watsonville, Calif. Action. Oct. 3.

■ Dismissed as moot request by Clearwater Radio Inc. (WTAN) Clearwater, Fla., for extension of scheduled dates in proceeding on its application. Action. Oct. 4.

■ Granted request by Broadcast Bureau and extended to Nov. 15 time to file proposed findings in proceeding on am applications of Washington County B/cg Co., Washington, Iowa, et al. Action. Oct. 7.

■ Granted request by all parties except Grundy B/cg Co., Air Capitol Inc. and Broadcast Bureau and extended from Oct. 14 to Nov. 4 time to file proposed findings in consolidated am proceeding in dockets. Action. Oct. 7.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Broadcast Bureau and scheduled further prehearing conference for Oct. 14 in proceeding on am applications of Booth B/cg Co. (WIOU) Kokomo, Ind. Action. Oct. 5.

■ Granted petition by Broadcast Bureau and extended from Oct. 7 to Oct. 17 time to file proposed findings and from Oct. 21 to Oct. 31 for replies in proceeding on am applications of Hub City B/cg Co. Inc. (WHSY) Hattiesburg, Miss. Action. Oct. 5.

By Hearing Examiner Jay A. Kyle

■ Granted request by Broadcast Bureau and extended from Oct. 3 to Oct. 7 time to file proposed findings and replies, if any, to Oct. 17 in proceeding on am applications of Zephyr B/cg Corp., Zephyrhills and Myron A. Reck (WTRR) Sanford, both Fla. Action Oct. 3.

■ Cancelled, set aside and held for naught order entered on Sept. 26 granting motion to reopen record for purpose of receiving supplement to Martin Karig, Johnstown, N. Y. exhibit no. 4; reopened record and denied opposition to motion by WENT B/cg Co.; granted motion by Karig and received in evidence Karig exhibit no. 4, page 2, and closed record in proceeding on his am application. Action Oct. 3.

By Hearing Examiner Jay A. Kyle

■ Ordered resumption of hearing for Oct. 17 in matter of order directing Douglas H. McDonald, trustee, permittee of WTVN(TV) ch 7, Evansville, Ind., to show cause why authorization for station WTVN, Evansville, Ind., should not be mod. to specify operation on ch 31 in lieu of ch 7. Action Oct. 7.

By Hearing Examiner Herbert Sharfman

■ Closed record in proceeding on am application of Donze Enterprises Inc. (KSGM) Chester, Ill. Action Oct. 3.

■ Granted petition by Broadcast Bureau and continued Oct. 6 hearing to Oct. 27 in proceeding on am applications of Robert L. Lippert, Fresno, and Mid-America B/crs Inc. (KOBY) San Francisco, both Calif. Action Oct. 5.

■ Granted request by Northwest Publications Inc., intervenor, and continued Oct. 18 hearing to Nov. 28 in proceeding on application of WDUL Tv Corp., Duluth, Minn., for mod. of cp of station WHYZ-TV. Action Oct. 6.

■ Granted request by WSTV Inc. (WBOY-TV) Clarksburg, W. Va., protestant, and without objection by other parties, further extended from Oct. 12 to Oct. 26 time for filing initial proposed findings of fact and from Oct. 26 to Nov. 9 for replies in proceeding on application for relinquishment of positive control of WJPB-TV Inc., permittee of WJPB-TV, ch 5, Weston, W. Va., by J. P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby. Action Oct. 5.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement reached at Oct. 4 prehearing conference, continued Oct. 26 hearing to Jan. 4, 1961 in proceeding on am application of S & S B/cg Co. (WTAQ) La Grange, Ill. Action Oct. 4.

■ Scheduled further hearing for Oct. 13 in proceeding on am applications of Finley B/cg Co. (KSRO) Santa Rosa, Calif. Action Oct. 5.

BROADCAST ACTIONS

By Broadcast Bureau

■ Commission has revised its list of trans. and monitors considered acceptable, as of Aug. 24, for use in aur. broadcast services (am and fm). List, "Radio Equipment List, Part B," includes those trans. which had been type-approved under rules existing prior to June 30, 1955. Under present rules, type-acceptance is required for trans. listing; for monitors, type-approval requirements continue applicable. Designation "F9" in emission column indicates fm broadcast equipment type-accepted for multiplex operation.

It is not possible for commission to print list in sufficient quantity to premit general distribution. However, copies are available for inspection at commission's offices in Washington and at each of its field offices. Industries and other interested parties may reproduce list in whole or in part if they so desire. Arrangements may be made through technical research division of Office of Chief Engineer for loan of copy for this purpose.

Actions of October 7

WINA Charlottesville, Va.—Granted license to use presently licensed alternate main trans. as alternate main trans. night, and aux. trans. day.

■ Granted STA for following vhf tv repeater stations: Basalt Community Tv Asso., chs 9 and 7, Basalt and adjacent area, Colo. (KREX, ch 5, Grand Junction, Colo.) Rifle Community Services Inc., ch. 4, Rifile, Silt, New Castle & South Rifle, Colo. (KREX, ch 5, Grand Junction); Roan Creek Recreation Assn., ch 7, Upper Roan Creek—rural area, and Upper Kimball Creek—rural area, Colo. (KREX, chs 5 and 7, Grand Junction); Troy Non Profit Tv Assn., ch 8, Troy, Mont. (KREM-TV, ch 2, Spokane, Wash.); Wolf Point T.V. Club, chs 10 and 13, Wolf Point, Mont. (KUMV, ch 8, Williston, N. D., and KDIX, ch 2, Dickinson, N. D.); Antenna Booster Assn., ch 6, Sheridan and Big Horn, ch 13; Sheridan and Big Horn, ch 4, Story, Little Piney, Lower Piney, Wyo. (KTWO-TV, ch 2, Casper, Wyo. KGHL-TV, ch 8, Billings, Mont., KTWO-TV, ch 2, Casper, Wyo.); Ismay Tv Club, ch 11, Ismay, Mont. (KDIX, ch 2, Dickinson, N. D.

WRIO Rio Piedras, P. R.—Granted cp to install new trans. (main trans. location) as alternate main trans.; remote control permitted.

KGFF Shawnee, Okla.—Granted cp to make changes in ant. system (lower ant. height).

WSM Nashville, Tenn.—Granted cp to install new trans.

WLLI Highland Springs, Va.—Granted mod. of cp to change ant.-trans. and studio location.

Actions of October 6

WHEY Millington, Tenn.—Granted assignment of license to **Shelby County B/crs. Inc.**

WNTA-AM-FM WNTA-TV Newark, N. J.—Granted transfer of control from **National Theatres and Tv. Inc.** to **Gerald Cantor,**

(Continued on page 113)

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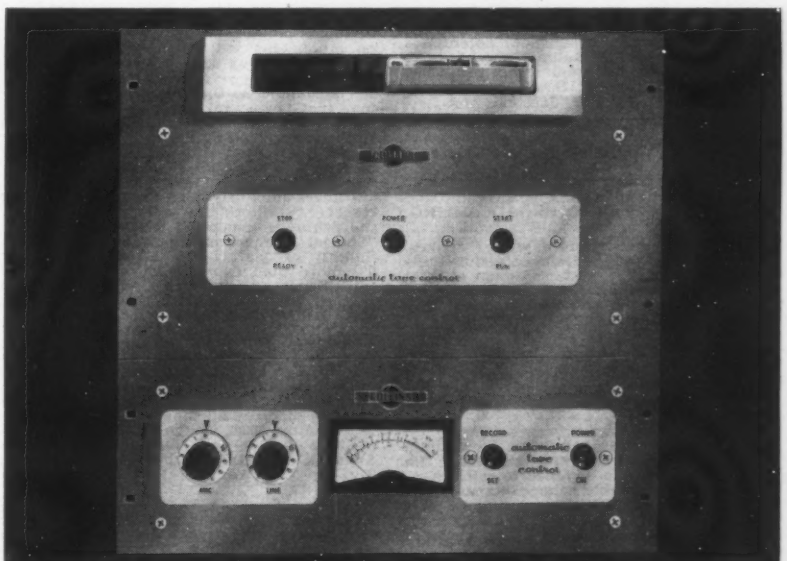

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Assistant manager, Texas kilowatt. Strong sales-announcing experience required. Good salary, bonus. Box 552C, BROADCASTING.

Opportunity?—This is it! A versatile, experienced professional broadcaster is wanted for the building of a greater quality image for KAAB, the CBS and ABC station now operating 24 hours a day in Hot Springs, Arkansas, where the living is good. Qualifications must include a complete willingness to be involved in every phase of this little station's operation and, particularly, an acceptance of responsibility for programming, traffic, promotion, public relations, and publicity. The man must be active in civic affairs, and occasional (if not regular) church-goer, an active member of a fraternal order, and possess a good educational record. Above all, he must be well adjusted, completely ethical, and morally astute. After a reasonable proving period the man chosen will become KAAB's general manager and be given part ownership; meanwhile we'll pay regularly and reasonably well. Why don't you write, call, or—even—better—come to see "Pat" Moseley?

Top-rated station—Jackson, Miss.—has opening—salesman with management potential—30-40 — married. Guarantee — moving expenses—rapid advancement for producer. Area applicants favored. Send resume-photo first letter. P.O. Box 197, Jackson, Miss.

Sales

Experienced salesman for Chicago radio and tv national rep. Box 484C, BROADCASTING.

South Florida calls. Before winter strikes, make the move you've dreamed about. Full-timer metro market needs salesman at least two years experience. Good opportunity for you to work up in one owner chain. Box 259C, BROADCASTING.

Excellent opportunity for creative, hard-working local time salesman. FM station, New York area. Prove you can sell and you'll own part of the station. Box 498C, BROADCASTING.

35% commission, $40 per week, in medium size midwest market. Very prosperous fm only. Opportunity to advance to sales manager with considerable salary increase. Box 502C, BROADCASTING.

Experienced salesman to take over established territory. Commission basis, guarantee first three months. Worker can earn $7,000 first year. Small market 200 miles from Chicago. Box 518C, BROADCASTING.

Salesman or announcer—sales with first class. KSPA, Santa Paula, California.

Help Wanted—(Cont'd)

Sales

Salesman-announcer, excellent opportunity with growing station 50 miles from New York metropolitan area. WBNR, Beacon, New York.

Top-rated station—Jackson, Miss. See our ad under Management. P.O. Box 197, Jackson, Miss.

Walker Employment has midwest jobs waiting. Write Walker, 83 So. 17th St., Mpls. 2, Minn. For application now!

Announcers

South Florida. Fast paced, format radio, who is willing to work and follow instructions to make better than average money. Family man only. Box 315C, BROADCASTING.

Boston—dj—top 40 swinger, top rated station. Immediate opening. Tape, resume. Box 417C, BROADCASTING.

First phone dj-announcer. Enthusiastic air personality most important. No maintenance 36 hour week. Eastern market, top-rated 5 kw. Send tape pic, details and salary wanted. Excellent opportunity Box 440C, BROADCASTING.

Negro announcer dj, must be capable of handling newscasts. Florida market. Excellent working conditions. Company benefits. No schoolboys, no beginners, no COD's. Send tape and resume. None returned. Box 446C, BROADCASTING.

Midwest radio-tv combination has opening for bright dj anxious for tv opportunity. Send tape, recent picture and resume. Box 451C, BROADCASTING.

Opportunity for first class license to do local news in small market close to lakes, ocean, mountains, and hunter's heaven. Send all first letter. Box 491C, BROADCASTING.

Ohio station wants a reliable announcer or first class announcer-operator with emphasis on announcing, will consider good announcer-salesman. Box 526C, BROADCASTING.

It's as simple as this: We want a morning man that's every bit as good as Read Wilson, who's at WWNC, Asheville; Art Roberts, in Indianapolis; Ted Springman, in the suburbs of St. Louis; and Bill Mitchell, who's now on KATV in Little Rock. You gotta be happy and charming, boy, and leave those top-50 screamers alone if you're going to live in our resort city where the scenery is beautiful, the fishing and boating wonderful, and the "Special Entertainment" rivals Vegas. Solidity of character is a must. We'll pay 5% more than every cent you're worth to us. Send your tapes, references, and reasons why you want another job to Box 527C, BROADCASTING.

Announcer, top flight with first phone for medium size growth market central California. Top station with new sound, adult music, strong local news. Wonderful opportunity for right man. Send complete resume, picture and tape cut at 7½ ips first letter. Box 553C, BROADCASTING.

Swinger. For Number 1 Pulse. Metro N.E. Top 40. Tape, resume. Box 554C, BROADCASTING.

Expanding operations creates need for two experienced, creative announcers for top paying position in progressive radio-tv stations. We offer opportunity for outlined advancement and responsibility for stable family men. Have pension, bonus, vacation, insurance and other fringe benefits. Please send complete resume with references to Robert E. Schmidt, General Manager, KAYS, Hays, Kansas.

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced staff announcer. KBUD, Athens, Texas.

K-EZY—Disneyland Hotel—Anaheim, California. Ideal living. Auditioning experienced announcers with 1st phone. Announcing strong, technical light. Air mail tape, photo, resume, references, salary expected.

Wanted: Working chief engineers—no announcing required. 5 kw. Contact Wendell Elliott, KGNO, Dodge City, Kansas.

Habia Usted Espanol? Announcer-salesman, announcer, with first class for Spanish language stations. KSPA, Santa Paula, California.

Announcer daytimer. Mail tape, photo KVWM, Showlow, Arizona

Experienced staff man for fulltime 5 kw. AM station near Philadelphia (with other applications pending) capable of growing with us. Good salary, profit-sharing plan, other benefits. Personal interview required. WCOJ, Coatesville, Pa. DUdley 4-2100.

Rare opportunity in east Tenneseee—Somewhere in the southeast there's a good announcer interested in sales looking for a home in progressive small town of 20,000. He can project a happy modern sound with east and flawless production. He wants security of a sound operation—challenge of above average small market radio (money too). Send complete details, tape, salary requirements to Howell, Ashford, WCRK, Morristown, Tennessee.

5000 watt adult station in medium market wants announcer with bright, mature delivery. Highest consideration for man with imagination, experience, versatility. Salary open. Send tape, photo, resume to Program Manager, WCSH, Portland, Maine.

WCSI, Columbus, Indiana has immediate opening for experienced announcer. Congenial staff, modern equipment, plus new studios and adult programming.

Announcer-deejay—Young man, preferably with experience, full-time position. Send tapes, resume and photo. WDEA Radio, Ellsworth, Maine.

Wanted: Combination announcer-chief engineer for radio station WHBB in Selma, Alabama. Starting salary $85.00 a week. Call or write Dave Rigdon, General Manager, WHBB, Selma, Alabama.

Miami, Florida, WINZ, 50,000 watts needs top grade adult personality disc jockey with production experience. Must have tape, photo and resume fast. Ned Powers, Program Director.

5 kw prestige daytimer, medium New England market, building staff for fulltime. Need announcer first phone, maintenance optional. No rock, no scream. Photo, resume, tape first letter. WSMN, Nashua, New Hampshire.

The Dixie Stations are promoting two announcer-salesmen who are mature, sincere, hard-working and of high character. Seeking men of their caliber as replacements in Texas and Louisiana. Won't get rich quick, but bright future for right men. Our managers come from within the organization. Rush resume, photo and phone number to Ralph L. Hooks, The Dixie Stations P.O. Box 46, DeRidder, Louisiana.

Announcer-engineers experienced with first class ticket for new station in Delaware, Ohio. Third station in growing group. Send tape and full details to C. R. Taylor, 14 Campbell St., Delaware, Ohio.

Help Wanted—(Cont'd)

Announcers

Professional announcer with a thorough knowledge of the entire standard classical repertory; a real speaking knowledge of at least French, German, Italian and a familiarity with other languages. Experience in general production. Top pay. Send audition and resume to International Good Music, 1151 Ellis Street, Bellingham, Wash.

Top 50 station No. 1 in eight station market needs experienced dj. Call Bob Ritter, Taylor 2-3579, Augusta, Georgia.

Walker Employment has midwest jobs waiting. Write Walker 83 So. 7th St., Mpls. 2, Minn. For application now!

Technical

Chief engineer-announcer or chief engineer-copy writer wanted for Charlotte area station. Write Box 371C, BROADCASTING.

Immediate opening for engineer-announcer at southeastern daylight station. Require first ticket. Good salary, hours, to right man. Send audition tape and resume to Box 472C, BROADCASTING.

Top north California station needs top engineer, who can also be either top announcer or top salesman. Top pay. Full details to Box 508C, BROADCASTING.

If you got your ticket through a Q&A cramming we don't want you. — But if you're a thoroughly experienced pro with a first class ticket that came through love of radio and, maybe, hamming, then you just might be "our boy" for life. There's not a helluva lot of work to be done here, but it's sure got to be done right . . . with and understanding of why and what for . . . because the station's owner is an EE. Non-DA, fulltime, partly automated, no remote control, custom built recording equipment that's used every day. Because you'll not not stay busy "engineering" we need for you to be able to do something else—like selling or some announcing—to help us pay you a good salary. Our city is a resort in the upper mid-south; it's 'big enoungh for you to do anything you're big enough to do. We'll check you almost to the point of a Wasserman test and give you the happies job you'll ever have if you can meet our requirements. If you know you're good, write to Box 528C, BROADCASTING.

Wanted: First class engineer-announcer. Ideal year round climate. Send tape, resume and references. Box 563C, BROADCASTING.

Qualified chief engineer with announcing ability for one kw daytime, non-directional, KPBM, Carlsbad, New Mexico.

Engineer—Minimum 3 years experience, 1 year in production. Edit tape, operate auto tape equipment, some maintenance. Requires 1st phone, transportation. Morning shift—$425 to start. Send resume to Chief Engineer, KSTT, Davenport, Iowa.

Engineer-announcer. Perform engineering maintenance. Work 30 hours a week on board. KVOZ, Laredo, Texas.

Engineer-announcer, first phone, wanted immediately, salary open WBNR, Beacon, New York.

Engineer for fulltime 5 kw AM only, with other applications. Experience desirable but secondary. Must be capable of growing with us. Personal interview only. Call or write Chief Engineer, WCOJ, Coatesville, Pa. DUdley 4-2100.

Control room engineer for one of nation's outstanding stations. Large staff. Interesting and varied programming. Excellent facilities. Good pay and company benefits. Contact Don Parker, Chief Engineer, WHAM, Rochester, New York.

Are you an engineer (first phone) know Gates equipment, have a flair for production?—We need you! No announcing! WOKB, Orlando, Florida.

Chief engineer or combo chief and announcer. Salary open. WVOS, Liberty, New York.

Help Wanted—(Cont'd)

Technical

Chief engineer. Supervisory-maintenance engineer for one thousand watt fm station and closed circuit television on university campus. Must have first class radio license. Excellent working conditions in new studios and with new equipment. Contact immediately D. C. Kleckner, Bowling Green State University, Bowling Green, Ohio.

Chief engineer to help build new am station in Delaware, Ohio. Immediate opening. $550 month to right man. Should have at least four years experience, part with directional and be able to do good air work. This is 3rd station in growing group. Call C. R. Taylor, Delaware, Ohio. Phone 2-0021.

Walker Employment has midwest jobs waiting. Write Walker, 83 So. 7th St., Mpls. 2, Minn. For application now!

Production—Programming, Others

Attention, Texas: A young man who walks, talks, and sleeps modern radio wanted to add his spark and fire to solid but sleepy network station in midwest. Send tape, resume and salary expectation to Box 516C, BROADCASTING. Come grow with us as production manager.

News director with minimum three years radio news experience for established operation. Send resume (no tape) including experience, background, availability, telephone number, starting salary requirement and any other information deemed important. Your application will be acknowledged Applicants must reside within 150 miles of Chicago-Peoria area. Box 531C, BROADCASTING.

Copywriter, experienced and good typist, who can write saleable production copy. Contact Leo A. Jylha, WBCM, Bay City, Michigan.

Open, a permanent position in radio copy. Past experience and good record necessary. Good pay, pleasant living conditions in Kenosha, Wisconsin. Midway between Milwaukee and Chicago. Call or write Bill Lipman, WLIP.

Wanted: Copywriter for Florida east coast station: Must be fully acquainted with production. Good pay, top station. Call Dick Clark, WMFJ, Daytona Beach, Florida.

Opportunity for good, experienced local news man on 3 man news staff in midwest. Good future for news man who can gather, write and deliver local news. Starting salary $400.00 per month if you are not afraid of work. Send tape, resume now to Ted Thorne, WWCA, Gary, Indiana.

Experienced newsman wanted as part-time assistant in radio news, beginning February. Can take graduate work. School of Jouralism, University of Iowa, Iowa City.

RADIO

Situations Wanted—Management

Experienced manager. Ten years present successful operation. Seventeen years radio. Box 899B, BROADCASTING.

Tiger for sale. If you are hunting for a manager with a desire to make money for you on sound basics and top radio operation. Write or wire Box 308C, BROADCASTING.

I'll give you a P&L we both can be proud of consistent with FCC's commercialization policies. Strong in programming and sales. References. Box 309C, BROADCASTING.

Your sound of the Sixties will ring the cash register more with a new manager, imaginative, selling profitable programs and promotion ideas. Box 310C, BROADCASTING.

Do you sound like MacLendon? Storz? Pough? I'll manage your station to make you sound like yourself: Imaginative programming, profitable promotion coupled with sound and sincere sales approach. Make sense? Box 311C, BROADCASTING.

Manager with capital to invest due to sale of present station. Prefer midwest but will consider other locations. Established track record. Address Box 492C, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Experienced, educated, energetic, reputable, reliable, and ready. Manager. Southeast only. Box 497C, BROADCASTING.

Manager—Hard working, experienced radio executive five figure bracket may be available November 1st. Strong on sales, programming, promotion, personnel handling. Currently running station rated first in large western market. Best industry references and reputation. Will make you top management. Seeking longevity. Box 517C, BROADCASTING.

Employed manager seeks change in midwest. Big on promotion and administration. Box 530C, BROADCASTING.

Manager or sales manager. Experienced large and small markets in sales, production acounting. First phone. Box 535C, BROADCASTING.

Profitable, expanding operation can be built from economical start. Interview requested. Box 539C, BROADCASTING.

I've served over two years as general manager this profitable operation. I personally bill over 50% of gross. I earn in five figures, and this in a depressed area. I know I can earn more (and you too) where greater potential exists. I'll substantiate my capability and value with P&L's. Top accredited references. If you seek and are willing to pay for valued capable management—let's exchange confidential. If yours is a oneway proposition—skip it. Box 546C, BROADCASTING.

Announcers

First phone swinging dj—College and experience. Prefer south Florida. Box 458C, BROADCASTING.

Announcer, experienced, vet, run own board, tight format, no floater, prima donna. Box 477C, BROADCASTING.

Negro announcer, personality, 2 years experience, any type program's including combo. Reliable references. Box 485C, BROADCASTING.

Network type announcer seeks chance to relocate in east. No rock 'n roll or format. Presently employed, best references. Details and tape upon request. Box 519C, BROADCASTING.

Announcer, mature. Authoritative news. Smooth dj. Multi-station markets only. Box 520C, BROADCASTING.

Sports play-by-play. New York City area. College grad. Now in graduate school. 4 years college experience. Strong on basketball. Box 523C, BROADCASTING.

Carolinas-Virginia; mature announcer-dj-continuity writer; 10 years experience. Box 524C, BROADCASTING.

Young, aggressive, broadcasting graduate, jazz musician and arranger, desires position as announcer, or jazz disc jockey. Full resume and tape on request. Married. Box 525C, BROADCASTING.

Capable, intelligent and aggressive young married dj seeks good time and lots of sun in Florida. Willing to work until I drop for the right deal. Please help me, I'm falling. Box 486C, BROADCASTING.

Presently rated #1. Four station market. Tight top forty production--wish to re-locate in Florida. Deep, mature voice, 23, college. Box 537C, BROADCASTING.

Attention—Philadelphia stations. 15 years as personality dj, announcer, news, P.D. Top ratings, best references. Now major market. Box 544C, BROADCASTING.

Announcer for good music station. 15 years all phases. Now in major market. Box 545C, BROADCASTING.

Mature announcer, 31, married, 5½ years radio, some tv booth, available first of year. 2 years with present radio-tv operation which is changing ownership.. Reference from employer available. Box 547C, BROADCASTING.

Radio or tv announcer, beginner. College degree in broadcasting. Managed Armed Forces station. Have excellent background for news and sports. Box 548C, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Available immediately. First phone announcer. Desires position in Oklahoma. Strong on news and commercials. Experienced. Box 550C, BROADCASTING.

First phone. Relaxed morning show. Authoritative news. Experienced. State salary, please! Box 560C, BROADCASTING.

Available immediately, 3 years, staff disc jockey, married, reliable, east only. Joe Baum, TRemont 2-2895, N.Y.C.

Announcer dj, copywriter. Ambitious, hard worker. Creative. Mature voice. Strong on personality. Operate own board. Will travel anywhere. Tape, resume, photo. Larry Beller, 1745 East 55th Street, Chicago 15, Illinois. Phone: BUtterfield 8-5404.

All-night disc jockey and news shift wanted. 8 years experience. B.A. Jim Dougherty, 103 Middle Road, Muscatine, Iowa. AmHerst 3-6600.

Announcer, three years experience, college, family. Informal, resonant voice,—good music. Phone Ted Ebrite, 1860, Wewoka, Oklahoma.

Need a ticket? Physically handicapped announcer with first class license. Limited announcing and board work. Have car. Byron Keunzel, 817 3rd St., Havre, Montana. Phone 265-7345.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Broadcaster, experience, not a floater, announcer, sales, disc jockey. Married, will settle, Edward Shaw, 120-25 180th Street, St. Albans, New York. LA 8-6545.

Announcer-dj-copywriter. 5 years experience. Free lance "Platter Parade" 3 years suncoast Florida. Can handle French language programming. Will relocate. Write or phone. George Vallee, 735 14 Ave., South, St. Petersburg, Florida. #754723.

Technical

Metropolitan announcer with first phone, sales experience. Prefer west, or southwest. Box 536C, BROADCASTING.

Technical director or chief engineer, 17 years experience. Experienced in am-fm-tv construction. Can handle engineering application to FCC on new construction. Presently engineer with electronics firm. Prefer mid-west area. Box 529C, BROADCASTING.

Experienced on 1 kw directional, first fone with one year experience. Prefer Illinois or nearby. Want light board work. Box 565C, BROADCASTING.

West far west, first phone, second, telegraph. Married, age 29. Any phase communications considered. Strohmeyer, 238 N. 13 St., Kansas City, Kansas.

Production-Programming, Others

Program director available in two weeks. Veteran with varied knowledge entire broadcast field seeking position with mature, dependable operation. Box 439C, BROADCASTING.

Married man with first phone desires position in programming with no maintenance. Lively programming ideas—writes lively copy. Not a drifter. Wants a steady job with chance to move up. Can run own board. Two years experience. References. West U.S. preferred Box 445C, BROADCASTING.

News director—associated with major market station. Higher echelon changes force relocation. Young, but fully experienced in radio-tv news writing, filming, editing, audio-recording, news planning, personnel utilization and adaptation of news theories to individual market situations. Highly recommended by top broadcasting officials. Will only consider broadcasting organizations of high caliber. Replies kept confidential. Box 480C, BROADCASTING.

Beginner disc jockey writes jingles, news editing, music library, mild cerebral palsey. Tape resume. Box 481C, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

FM stations: AM refugee desires to use creative energies in production, programming and writing for fm. Wide background. Box 515C, BROADCASTING.

Englishman, 31, Oxford graduate, author over fifty radio and television scripts; dramas, documentaries, comedies, networked B.B.C., C.B.C., has lived in Canada two years, able, versatile, presentable, seeks responsible position with local radio station, anywhere U.S.A. or Canada. Possibility investment reasonable capital for share of business. Box 541C, BROADCASTING.

Top flight broadcaster. 17 years radio-tv. Exciting sportscasts, always top-rated. National reputation major league baseball, football, basketball, all sports. Highly successful tv: bowling show, commercials, daily sportscasts. 35. Family man. Stable. Tired of extensive circuit travel, not seeking play-by-play. Much in demand as mc, speaker. Box 543C, BROADCASTING.

Mature, dedicated newsman, ready for news directorship in growing organization. 7 years experience all phases radio-tv news. Available shortly after personal interview. Currently employed major market. Box 559C, BROADCASTING.

Currently well situated major market newscaster and experienced program director desires position as program and/or news director in large Florida market. A well rounded background includes 13 years of radio and television with the finest references. Familiar with production, personnel, and budgeting. Interested in building adult appeal programming for metropolitan station. Complete details available by contacting "Director, 18681 Washburn, Detroit 21, Mich.

Girl. Trained. Write commercials, type, do limited air work. Anxious to begin first job. Modest salary. Good worker. Alice Wireman, Gapville, Kentucky.

TELEVISION

Help Wanted—Sales

UHF independent station needs aggressive salesmanager who will call on national agencies, plus direct local salesmen. Excellent future with incentive plan. Send complete resume to Box 365C, BROADCASTING.

Announcers

Major market midwest television station has immediate opening for announcer who also directs or is interested in training in directing. Send tape, resume and picture. Box 431C, BROADCASTING.

WLEX-TV, Lexington, Kentucky has immediate opening for announcer with television experience. Prefer age 28-35. Send resume, audio tape, and recent photograph to Harry C. Barfield, WLEX-TV, Lexington, Kentucky.

Wanted, announcer-director, salary plus top talent rate. East coast Florida tv station. Send complete resume, pictures, sf or video tape to Clark Davis, WPTV, Palm Beach, Florida.

Announcer-director. Live programming expansion in new, million-dollar plant creates opening for versatile man who is a proven professional announcer as well as capable director. Send complete resume, tape, picture. WSAV-TV, Savannah, Georgia.

Technical

Maintenance engineer with emphasis on microwave equipment. First class license required. Network vhf located in midwest and member of radio-tv station group. Send full details of training and experience to Box 467C, BROADCASTING.

First class engineers for transmitter and studio operation and maintenance. Network vhf located in midwest and member of radio-tv station group. Send full details of training and experience to Box 468C, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Engineers with some announcing experience for fm maintenance and operation. Excellent opportunity. Great Lakes area. Give full details in letter. Box 469C, BROADCASTING.

Midwest vhf has vacancy for maintenance and operation engineer. Prefer one or more years maintenance experience. Send photograph, experience resume and expected salary to J. H. Seide, C. E., KNOP-TV, North Platte, Nebraska.

Transmitter supervisor for PT 25BH. Applicant should be very strong on transmitter maintenance. Good pay for right man. Contact Jim Lockerd, Chief Engineer, KSWO-TV, Lawton, Oklahoma.

Television transmitter engineer, strong on maintenance, hunting, fishing, skiing. Contact Marion Cunningham, Chief Engineer, KTWO-TV, Casper, Wyoming.

Assistant chief engineer or studio operations engineer. Salary open. Prefer 2 to 3 years experience in maintenance. Jerry E. Smith, C. E., Box 840 Corpus Christi, Texas.

TELEVISION

Situations Wanted—Management

Broad experience all phases tv management . . . strong on sales . . . creative, 32, family. Seek position with future. Box 494C, BROADCASTING.

Management or sales management. Can increase billings. Personal meeting desired. Box 540C, BROADCASTING.

Station manager. Thoroughly experienced and successful in competitive broadcasting administration—sales management—sales—programming—19 years (TV—8 years). BA degree; 37; high-type. For past year, CBS station manager—sales manager in 1½ million market. Present opportunity for advancement too limited. Can produce efficient, quality, profit-making operation in larger or small market—radio or television. Have done it; am doing it. Box 557C, BROADCASTING.

Program—production manager. Qualified, not thru friends or ambition, but thrus actual work history in every tv capacity, and recent agency head. Only 26. Family of five. Box 561C, BROADCASTING.

Manager-sales manager. 17 years broadcasting. 7 at same tv station. Established and manage sales department producing among top medium market stations. College grad, veteran, married, family, civic worker. Finest national and local references. Personal interview possible. Valid reason for this ad. Box 567C, BROADCASTING.

Technical

Studio technician, first phone, age 43, three years experience, weak on maintenance, excellent references. Box 461C, BROADCASTING.

Tech school graduate, one year experience, 1st phone, vet. Box 503C, BROADCASTING.

Stop gambling on new employees. Duds and hot-shots never complete our comprehensive studio production and operations program. Contact Intern Supervisor, WTHS-TV, Miami.

Production-Programming, Others

Young, industrious, creative producer-director with seven years experience in all phases of production desires same position in larger market. Excellent recommendations. Box 473C, BROADCASTING.

Number 2 position in photo department. Some graphic art. 1st phone. Box 551C, BROADCASTING.

Ready for program manager slot. 8 years diversified o&o experience. Can tighten up procedure, air-time. Believe ratings begin at station. Box 558C, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Producer-director with meaning! Four years television. Two years agency. Desires to re-enter broadcasting. Not a prima donna, but a consistent hard working family man. Box 562C, BROADCASTING.

Former university instructor in television and theater desires directing position in commercial or educational television. Experienced director, scene designer, and lighting director. Geographical location unlimited. Contact: James W. Armacost, 51 Bond St., Westminster, Maryland.

No rip and read. TV newscaster, writer. Mature, authoritative. Experienced. Jack Manning, 1441 N. Hudson, Hollywood, California. HO 6-1063.

For Sale

Equipment

Three used 50 kw am broadcast transmitters, two used 5 kw transmitters, one used 1 kw transmitter. Will sell all or part. Write for details. Box 447C, BROADCASTING.

Trailer for video tape unit or mobile control room. 18'x7'x7' two-room, corrugated steel-aluminum, rockwool lined, AC generators installed, heating, ventilation, storage, cable, electric brakes, new tires. Should be seen. Details available. Box 538C, BROADCASTING.

Schafer automatic program equipment. Used less than one year. Manufacturer's guarantee 4 years. $7,500.00. Call Olean, N.Y. 2-0161

RCA 66-A modulation monitor top condition. Panel newly refinished. New lettering. Price . . . $250.00. Freight prepaid, KNET, Palestine, Texas.

Tower—180' 3 post "Windchanger," insulated base all lighting. Equipment good condition. $750 WBKH, Box 1499, Hattiesburg, Mississippi. JU 2-1986.

Gates remote—Model RDC-10 like new, with monitors and associated parts—$800.00 cash. Mr. Martens, C.E., WENN, FA 3-2341, Birmingham, Alabama.

Tower—immediate delivery—Utility heavy duty 185' with lighting kit—dismantled—ready for shipment. WOKJ, Box 2667, Jackson, Miss. FL 4-4096.

Continental Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-6855.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

Video monitors. Closed circuit and broadcast. Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Best offer takes RCA B.T.F. 250A fm transmitter, 4 sectional 54' Pylon antenna (4-13½ sectional). United Broadcasting Company, Hotel Shoreham, Washington, D. C., CO 5-4734.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Special sale. We're moving to our new plant in New Brighton, Minn. Several used lab and demo video monitors. 17" models $185.00 @ new warranty. Miratel, Inc., 1083 Dionne St., St. Paul, Minn.

Truscon tower, 370 feet, solid member construction. Self-supporting, insulated, priced right, immediate delivery. Phillips Tower Co., 124 E. Lachappelle St., San Antonio, Texas.

Microwave transmission line-Andrew 1⅝" and ⅞" teflon insulated. Large quantity, complete with connectors, ells, hardware, cables and dehydrating equipment. New. Unused. Bargain. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

Four legged self supporting tapered tower 185' high. First check for $950 will take. United Broadcasting Company, Hotel Shoreham, Washington, D.C., CO 5-4734.

WANTED TO BUY

Stations

Radio station grossing between $70,000 and $125,000 per year. Prefer southern part of nation. Box 474C, BROADCASTING.

Will buy all or controlling interest in am station, small Ohio market. Reliable, financially, confidential. Box 532C, BROADCASTING.

Experienced broadcaster wants to buy all or part of station or cp from owner. Box 556C, BROADCASTING.

Daytimer in western states or part interest in fulltimer or daytimer. Send particulars to J. Wallace Gutzler, Attorney, Woodburn, Oregon.

Equipment

One dual channel consolette, used and in good condition. Two RCA 70C turntables. S. Hawes, KPFK, Los Angeles 38, California.

WANTED TO BUY

Equipment—(Cont'd)

Used uhf transmission equipment including transmitters, filtrexers and antennas. Give full particulars including type numbers, location of equipment, channel number and price. Box 420C, BROADCASTING.

One kw am transmitter suitable for Conalrad operation only. Please contact George Carlson, Engineering Director, WDSM-TV & AM, 230 East Superior Street, Duluth, Minnesota.

Do you have white elephant on your hands? We are in need of complete fm station equipment. Have c.p. for hot spot in southern California ready to go. Prefer complete station setup. Write, wire or phone Cordell Fray, 8046 Fulton Avenue, North Hollywood, California, Triangle 3-1967.

Scully recorder, W.E. mixing board, broadcast microphone, jack panels and cords Super Recordings, 369 St. Charles Rd., Glen Ellyn, Ill.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood. Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 26, 1960. January 4, March 1, 1961. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Broadcasting—The National Academy of Broadcasting, 3338 16th St., N.W., Washington, D. C., starts new classes November 1st. Be an announcer, disc jockey, writer or producer. Phone DE 2-5580 for catalog and job list.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC license. Resident class or correspondence. First class license instruction completed in five or six weeks. No added cost for added time, if needed. This is the shortest, most practical and least expensive training course of its kind. Free literature. The Pathfinder Method, 5504 Hollywood Boulevard, Suite #216.

RADIO

Help Wanted—Management

Sales Executive Wanted

Community Club Awards, prestige Radio-TV promotion firm adding executive in territories, E.C., W.C., Mid-West. Full time, travel, home weekends. $15-$20,000 plus, $10,000 draw against expenses. CCA-Station Experience a pre-requisite.

Available all NAB district meetings. For personal interview by appointment. Resume, pix first letter.

John C. Gilmore
P.O. Box 537
Westport, Connecticut
Phone, Capital 7-0841

Sales

EXECUTIVE RADIO SALESMEN

IF YOU ARE NOT THE NUMBER ONE CLOSER IN YOUR MARKET, *DO NOT READ FURTHER!*

IF YOU ARE NOT INTERESTED IN A MINIMUM INCOME OF $25,000, *STOP NOW.*

IF YOU thoroughly understand integrated advertising and are capable of developing creative campaigns for all media, THEN YOU ARE OUR MAN! . . . You will work with top executives in the radio and advertising industry. You must be free to travel five days weekly and be available for interview in New York City in the very near future.

IF YOU HAVE SOLD OR ARE NOW SELLING LIBRARY OR JINGLE SERVICE TO RADIO STATIONS THIS COULD BE YOUR BIG CHANCE TO RAPIDLY ASSUME EXECUTIVE STATUS.

WRITE FULL PARTICULARS, BOX 521C, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

ANNOUNCER

Top flight with first phone for medium size growth market central California. Top station with new sound, adult music, strong local news. Wonderful opportunity for right man. Send complete resume, picture and tape cut at 7½ ips first letter.

Box 553C, BROADCASTING

MORNING MAN

Must be solid personality dj with good, friendly style. If you have comic approach, so much the better. No news. $7500 per annum to start.

KSTT
Davenport, Iowa

Production-Programming, Others

CONTINUITY DIRECTOR

Experienced in production spots; able to write selling copy. Permanent position, salary open. Send complete resume including starting salary, when available, etc. To Bob Wiley P.D., **WAKR Radio-TV Center,** Akron 20, Ohio, PO 2-8811.

RADIO

Situations Wanted—Announcers

MORNING PERSONALITY

Radio people, television people, advertising people, my wife, creditors, etc., everybody here tells me my show is big time. It is *amusing*, it is *entertaining*, it is *DIFFERENT*. Nielsen rates it the #1 morning show in this metropolitan area. So I'm convinced. Mr. Big Market, hear my tape and enjoy yourself.

Box 566C, BROADCASTING

Production-Programming, Others

AGGRESSIVE PROFESSIONAL

Young (35), experienced (17 years) ingenious (Idea Man).

★ ★ ★

Tremendous background: Former Major League Sportscaster. Management, Sales, Programming, Promotion . . . handled individually or in tandem. Family man. Opportunity paramount.

Box 542C, BROADCASTING.

TELEVISION

Situations Wanted—Management

STATION MANAGER, SALES EXECUTIVE, FILM BUYER

Have executive ability in television administration, production, programming, sales. 15 years experience. Now employed in major market. Available after January first.

Box 564C, BROADCASTING

Production-Programming, Others

PRODUCTION MANAGER

Experienced in all phases of highest quality of graphic arts. Letterpress printing, black and white and color off-set, 4-color process, extensive knowledge of handling newspaper and magazine engravings, electrotypes, and media. Wishes to relocate with television network or agency. Write:

Box 533C, BROADCASTING.

FOR SALE

Equipment

Spotmaster

NO. 1

IN CARTRIDGE TAPE EQUIPMENT

SEE THE NEW SPOTMASTER 500

A complete tape cartridge and self queing record-playback combo unit.

For details or demonstration, write

VISUAL ELECTRONICS CORP.

356 W. 40th STREET, NEW YORK 18, N.Y.

EMPLOYMENT SERVICE

JOBS IN RADIO & TV THROUGHOUT THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—

Announcer-Engineers
Engineers-Salesmen
Announcers-Newsmen-DJ.'s

PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

MISCELLANEOUS

Specializing in Broadcast Telemetry
Radio Remote Control and Multiplex Systems
For
STUDIO TRANSMITTER LINKS
John A. Moseley Associates
Box 3192 Woodland 7-1469
Santa Barbara, California

STATIONS — FOR SALE

PACIFIC NORTHWEST REGIONAL

Fine fulltime facility in good market. Valuable real estate included in price of $160,000 with 29% down and long payout.

Box 501C, BROADCASTING

UPPER MIDWEST
1 KW Daytimer

Medium market. Grossing $75,000. Full price $120,000 29% down, balance 10 years.

Box 522C, BROADCASTING

NEVADA FULLTIME

Largest southern Nevada city, asking $90,000. Low Down payment. Long terms. Perfect for owner-manager.

Box 555C, BROADCASTING

Ariz.	Small	Fulltime	$73M	terms
Calif.	Small	Fulltime	68M	15dn
Tenn.	Single	Daytimer	62M	cash
Va.	Single	Fulltime	57M	15dn
La.	Single	250w	107M	30dn
Ga.	Single	Fulltime	175M	29%
Va.	Single	Daytimer	80M	25dn
Ala.	Medium	250w	65M	22dn
Fla.	Medium	Regional	230M	terms
Wyo.	Medium	1kw-D	125M	29%
La.	Medium	Fulltime	158M	terms
Texas	Medium	1kw-D	225M	29%
Wash.	Metro	1kw-D	85M	30dn
Texas	Metro	1kw-D	130M	29%
Calif.	Metro	FM	49M	13dn

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Please Address:
1182 W. Peachtree St., Atlanta 9, Ga.

5000 WATT DAYTIMER
Fabulous Central Florida

Billing $5500 monthly, low overhead. Unlimited potential — Price $100,000. $40,000 down, 10 year payout.

W. B. GRIMES & CO.
1519 Connecticut Ave., N.W.
Washington 6, D. C.
DEcatur 2-2311

GUNZENDORFER

CALIFORNIA. *$12,500* down. Asking *$60,000*. Easy payout.
IDAHO. Fulltime earner asking *$95,000*. 10 year payout.
ARIZONA. *$8,000* down. Asking *$45,000*. Long payout.
CALIFORNIA. Big station *$275,000*.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

To buy or sell a Radio-TV property:

PATT McDONALD CO.

Box 9266, Austin 17, Texas. GL 3-8080

Or:

Jack Koste, 60 E. 42nd, N.Y. 17, N.Y., MU 2-4813
Dick Watts, Box 701 So., Houston Texas, HU 6-7400

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

NORTHWEST. Full time. Fine market. Doing $50,000. Asking $45,000 with 29% down.

CALIFORNIA. Exclusive. Full time. Asking $125,000 with 29% down.

SOUTH. Exclusive daytimer. Absentee owned. Asking $40,000 with $10,000 down.

SOUTHWEST. Old established full time operation in one of the top one-hundred markets. Asking $275,000 with 29% down.

ROCKY MOUNTAIN. Very profitable full time facility. Doing $200,000 per year. Sound market economy. Asking $200,000 with 29% down including real estate.

SOUTHWEST. Top one-hundred markets. Daytimer that can go full. Asking $120,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

WANTED TO BUY

Stations

Management team desires to lease, buy all, or control of Eastern radio station in or near metro area. Present financial condition of property no concern. Will consider all propositions.

Box 549C, BROADCASTING

Dollar for Dollar

you can't beat a classified ad for getting top-flight personnel

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(Continued from page 107)

et al (all stockholders of NT&T, Inc.); without prejudice to whatever action commission may deem appropriate in light of any determination in (1) *United States v. National Telefilm Associates, Inc.*, C. A. 119-287 (U.S.D.C., S. D. of New York) and *Standard Radio & Tv Co. v. Chronicle Publishing Co.*, et al (Sup. Ct., California, Santa Clara Case; and (2) with respect to studies and inquiries now being considered or conducted by commission as part of its study of network broadcasting.

■ Granted licenses for following am stations: WFLS, Star B/cg Corp., Fredericksburg, Va.; WLES, Harry A. Epperson Sr., Lawrenceville, Va.; WKWS, Radio Franklin Inc., Rocky Mount, Va., and specify trans's.; WHEO, Patrick Henry B/cg Corp., Stuart, Va.; WBCI, Williamsburg B/cg Co., Williamsburg, Va.; WBUC, Upshur County B/cg Co., Buckhannon, W. Va.

■ Granted licenses for following am stations: WKNA, Charleston, W. Va., and specify studio and remote control location; WFMM-FM, Baltimore, Md.; WAQE-FM, Baltimore, Md. and specify type trans.; WCCV-FM, Charlottesville, Va.; WASA-FM, Havre De Grace, Md.

WRFK(FM) Richmond, Va.—Granted license covering change from noncommercial educational fm station to fm station, change in ant.-trans. location and installation new ant. and trans.

WMVA Martinsville, Va.—Granted license to use old main trans. as aux. trans.

WGH Newport News, Va.—Granted license covering installation new trans. as aux. trans.

KERO-TV Bakersfield, Calif.—Granted license covering changes in tv station.

KSAN San Francisco, Calif.—Granted license to use old main trans. as aux. trans. (present main trans. location) and operation by remote control; and installation new trans. (BL-7898); without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WILD Boston, Mass.—Granted mod. of license to change remote control point.

KSJB Jamestown, N. D.—Granted mod. of license to operate trans. by remote control; conditions.

Actions of October 5

KAFY Bakersfield, Calif.—Granted assignment of licenses to **Tullis and Hearne Inc.**

■ Granted licenses for following fm stations: WXTC Annapolis, Md. and specify studio location and deletion of remote control point; WFVA Fredericksburg, Va.

Evening Star B/cg Co. Washington, D. C.—Granted license for low power station.

■ Granted STA for following vhf tv repeater stations: Bert Williamson, chs 7 and 11, Belt, Mont. (KFBB-TV, ch 5, KRTV, ch 3, Great Falls, Mont.); Boyes T. V. Club, Ch 13, Hammond and Boyes, Mont. (KRSD and KDSJ, chs 7 and 5, Rapid City and Lead, S. D.); Harlowton T. V. Association, chs 7 and 10, Harlowton, Montana Community, Mont. (KOOK, ch 2, KGHL, ch 8, Billings, Mont.; Lodgepole Tv Inc., ch 13, Lodgepole Village and Community, Neb. (KHPL-TV, ch 6, Haves Center, Neb.); Merrill Rotary Community T. V. ch 7; Lyman, Henry and Merrill Communities, Neb. (KUDH, ch 4, Hay Springs, Neb.); Cimarron T. V. Club, ch 11, Cimarron and Dawson, N. M. (KOB-TV, ch 4, Albuquerque, N. M.

WACO Waco, Tex.—Granted mod. of license to operate main trans. by remote control, using DA-N; conditions.

KVOO-TV Tulsa, Okla.—Granted cp to utilize interim tower and one bay ant. as aux. ant. at main trans. location.

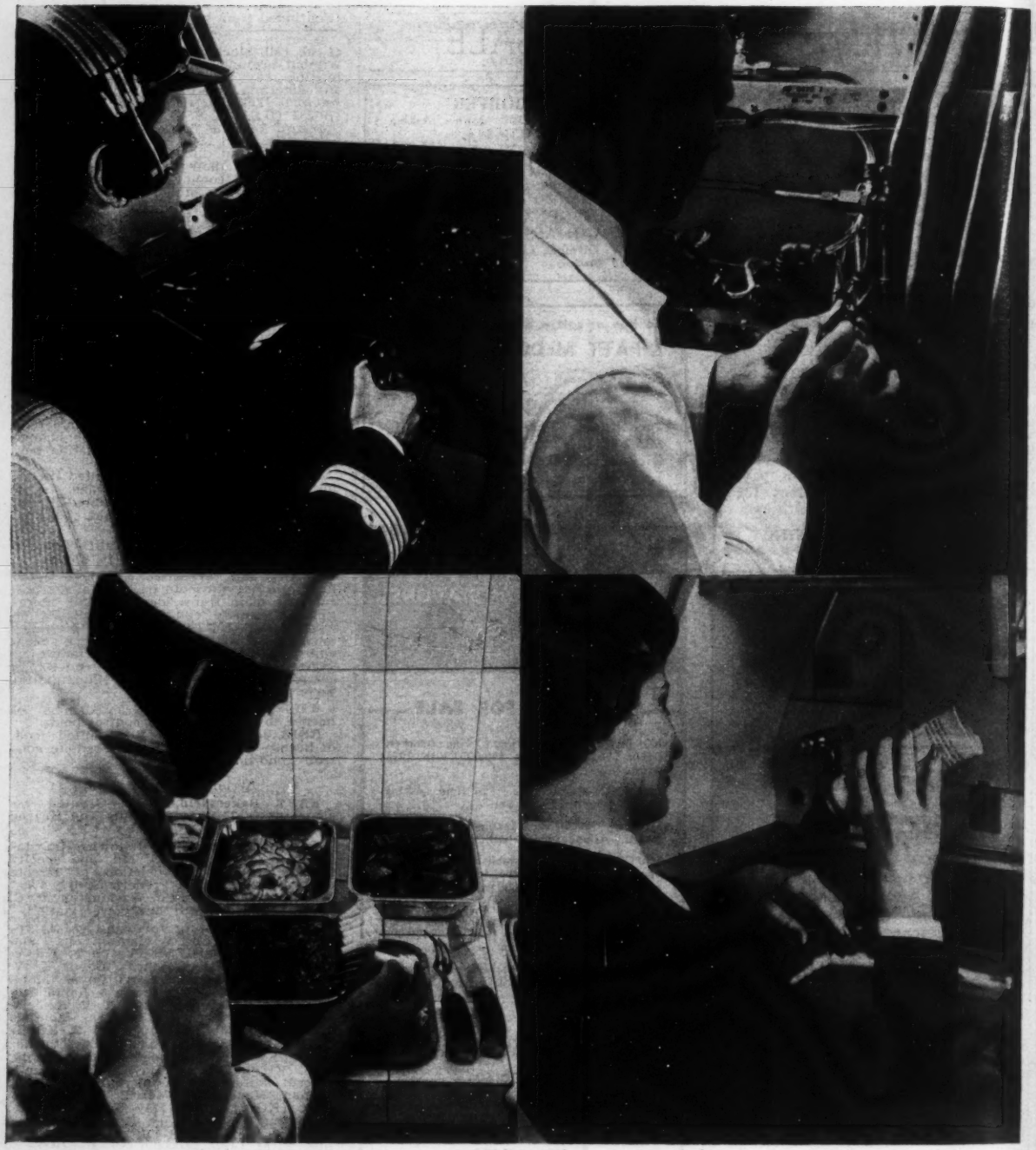
WBBB-FM Burlington-Graham, N. C.—Granted cp to install new type trans.

WDIA-FM Memphis, Tenn.—Granted cp for new fm station.

License renewal

■ Following stations were granted renewal of license: KFRO Longview, Texas; WSYE-TV Elmira, N. Y.; WBTM Danville, Va.; WICO Salisbury, Md.; WVEC Hampton, Va.; WRVA Richmond, Va.; WPIX(TV) New York, N. Y.; WOTR Corry, Pa.; WIBG-AM-FM Philadelphia, Pa.; WELC Welch, W. Va.; KYA San Francisco, Calif.

WNEW New York, N. Y.—Granted renewal of licenses. Comr. Cross voted for 1-year renewal only. Ann. Oct. 12.



Précision

A French word that means the same thing in English: quality or state of being precise; accuracy; definiteness. It's a precise description of an Air France pilot. Exacting. Accurate. Definite. An alert mind guiding skilled hands to precise action. Everyone expects it. Everyone who's ever flown Air France finds it. They find something else, too. The same quality of precision in everything. Food that is prepared in the great French tradition. Service that is accurate, and attentive to every detail. Atmosphere that is friendly, enjoyable, and authentically French. Precisely what you want... precisely what you get... *every time!*

AIR FRANCE JET

WORLD'S LARGEST AIRLINE/WORLD'S MOST PERSONAL SERVICE

OUR RESPECTS to Lewis Berkley Davis, president of EIA

He's made a national reputation without leaving home

The new president of the Electronic Industries Assn. is one of the few top-echelon executives in American business to spend a whole career within 15 miles of his birthplace.

Lewis Berkley Davis was born in Lewisport, Ky., Oct. 27, 1911.

He started his business life in the neighboring Owensboro, Ky., in 1934, and he hasn't moved his headquarters since.

Mr. Davis, called "Berk" by his friends, got started in electronics by playing basketball. He was center on championship teams at the U. of Kentucky.

At the time the president of Ken-Rad Tube & Lamp Co., of Owensboro, was a red-hot basketball fan. When Mr. Davis graduated in 1934 with a degree in engineering, the Ken-Rad boss saw a chance to get a fledgling engineer and, more important, a piece of polished talent for the company's professional basketball team.

Big Break ▪ During the early stages of his association with Ken-Rad, then a well-known manufacturer of radio receiving tubes, Mr. Davis played basketball and simultaneously advanced in engineering. He got his first important executive break when the U.S. Navy asked Ken-Rad to set up facilities for manufacturing transmitting tubes.

The job of putting Ken-Rad in the transmitting tube business was given to Mr. Davis and with it the title of chief engineer. By Dec. 7, 1941, when the Japanese struck Pearl Harbor, Mr. Davis had Ken-Rad turning out Navy tubes on schedule.

From then on Mr. Davis took on more and more responsibility. He was manager of Owensboro operations for Ken-Rad when the company was acquired by General Electric in 1945. In December 1949 he was made general manager of all of GE's receiving tube operations, responsible for a whole complex of plants in Owensboro, Tell City and Huntingburg, Ind., and in Anniston, Ala.

In 1956 Mr. Davis was named general manager of the newly-formed Electronic Components Div., the job he still holds, and in 1960 was elected a vice president of GE.

The division that Mr. Davis heads produces in the whole range of tubes and semi-conductors. It makes television picture tubes, radio receiving tubes, power tubes, transistors, rectifiers and specialized components.

The Big Problems ▪ As the new president of the electronics association (he succeeded David R. Hull, formerly of Raytheon and now of Hoffman Electronics, last May), Mr. Davis sees two vital problems facing the electronics industry.

The first is the growing volume of imports, especially from Japan. Last year, Mr. Davis noted recently, 50% of all small transistor radios sold in the United States were Japanese.

The second problem is the fear of lost markets because of fast changing technology. "Things happen so fast today," Mr. Davis said, "that unless a manufacturer keeps up with new developments and research, he's likely to wake up one morning and find his market pre-empted by another and better item."

Mr. Davis is optimistic about radio and television in this decade. He expects manufacturers to break out of their present sales plateau with new products like wall television sets and wrist-watch radios.

He is a firm believer in EIA's position on the need for a broad study of uses of the radio spectrum to find out if more efficient allocations to various services can be made. He also joins EIA in opposition to proposals that manufacturers be required by law to produce all-channel tv sets capable of receiving both uhf and vhf transmissions.

Mr. Davis believes that another major problem of the day is keeping costs in line. "The achievement of cost reduction in the face of constantly necessary and expensive technological improvement on the one hand and ever stiffer competition on the other will continue to be the single most important objective within the industry," he said.

Activity Man ▪ Mr. Davis has been active in community as well as business affairs.

He served as a member of the Owensboro Board of Education for three years and as a city commissioner for two two-year terms. He is past president of the Owensboro Chamber of Commerce and of Associated Industries of Kentucky. He is chairman of the Owensboro-Daviess County Industrial Foundation and president of the alumni association of the U. of Kentucky. He is a member of the Institute of Radio Engineers and of Alpha Sigma Phi, college social fraternity.

Mr. Davis married Elizabeth Miller of Rumsey, Ky., in 1942. They have two children, a 16-year-old son and 10-year-old daughter.

For relaxation, Mr. Davis plays golf in the low eighties ("sometimes in the high seventies"), and he water skis on the Ohio River which is near his home.

EIA's Davis
The 60s look big for electronics

Spirals and statistics

WINS New York is sold for $10 million. A week later WMGM New York is sold for $11 million. And once again conversations turn to the spiral of station prices.

Is there no limit in sight? Are station prices inflated? Can the buyer who pays $10 million or more for a radio station hope to make a reasonable return?

The answers to those questions, in order, seem to be: yes, no and probably. At least those answers seem sensible in the light of forecasts by Arno Johnson, J. Walter Thompson's respected economist.

Mr. Johnson, at the annual conference of the Advertising Research Foundation, predicted that total advertising expenditures would rise to $13 billion in 1961 and to $25 billion in 1971 (BROADCASTING, Oct. 10). If he turns out to be anywhere near right, it means that television and radio revenue will more than double in the next 10 years, even if neither takes a proportionately bigger share of total advertising than it has been taking.

Total advertising volume in 1959 was about $11.1 billion, according to McCann-Erickson's estimates for *Printers' Ink*. Television took $1.5 billion, or 13.5% of the total, and radio took $643 million, or 5.7%.

Assume that Mr. Johnson's predictions are correct. Television volume will increase by some $250 million next year and radio volume will increase by nearly $100 million, if both do no more than hold their present percentages of the total advertising economy. In 10 years television will increase by $1.8 billion over its 1959 record and radio by $782 million—both more than doubling in volume.

With projections like these, it is possible to believe that a few years from now the purchases of WINS and WMGM may look like bargains.

Nyet

THE appearance of Premier Khrushchev on David Susskind's syndicated *Open End* on WNTA-TV New York and other tv and radio stations a week ago raises questions which, perhaps fortunately, do not arise very often. In reviewing them we find ourselves in accord with the station on basic principles but not, regrettably, on the end result.

The first question is whether Premier Khrushchev should have been invited in the first place. Note that we say "should have been." Under the Constitution, any station's or network's right in inviting him is not open to question—a fact that State Dept. officials flagrantly ignored when they asked the tv networks (but not, apparently, WNTA-TV or Mr. Susskind) to forego special programs that would give Mr. Khrushchev a platform for his propaganda.

We do not buy that "platform" argument for a moment. WNTA-TV and the other stations no more provided a platform than did the newspapers that stationed men under Mr. Khrushchev's Park Avenue balcony and reported in endless columns whatever propaganda he cared to mouth whenever he cared to come out and mouth it. A studio is no more a platform than is a balcony when both are used for the same purpose, but if the State Dept. asked newspapers to lay off, they were sensible enough to ignore the suggestion.

Our complaint is with the handling of the "interview"—with what came out on the screen. Mr. Susskind's talents as a showman are well known; his credentials as a newsman are negligible if not nonexistent. Despite what we are sure were commendable efforts to bone up for the performance, he was woefully overmatched against the Russian premier. His first mistake, then, was not in inviting Mr. Khrushchev but in deciding to take him on himself.

His second and perhaps equally disastrous mistake was his decision, conscious or not, to turn the interview into a debate. Mr. Susskind acted as if the whole free world were depending on him. The free world is exposed to many hazards, but this should not be one of them. We would hate to think that the free world suffered from Mr. Susskind's performance, but we cannot think it gained anything. The substitution of an accomplished newsman would have given the program far more weight, balance and authority.

There was one other mistake that was regrettable from the standpoint of good taste if nothing more serious. This was the decision to insert anti-communist plugs for Radio Free Europe in place of the commercials for the *Open End* sponsors who wanted no association with this program. The roundtable discussion by newsmen immediately following the program was an excellent and effective method of putting Mr. Khrushchev's remarks into perspective. But interrupting the program to present what amounted to disclaimers was distasteful, quite apart from whatever propagandistic value it may have for the communists.

Fortunately, as we suggested, broadcasters do not have to decide every day whether to present the likes of the Russian premier. If there is a lesson in the *Open End* episode, it is that in broadcast journalism as in any other kind there is no substitute for trained and talented newsmen.

Punishment enough

THE tragic case of former FCC Commissioner Richard A. Mack lingers. Since his forced resignation from the FCC two and a half years ago, during which he has been under indictment for conspiracy in the Miami tv cases, he has been in and out of hospitals. When the thrice postponed conspiracy trial was called in Washington two weeks ago, he was in the Broward County Hospital in Fort Lauderdale and, according to physicians, in serious condition.

There is no plausible defense for the actions of the former FCC member while he was in office. Judge Alexander Holtzoff, of the Federal District Court, has commented on his intemperate use of alcohol. Court appointed physicians last week reported that he is a chronic alcoholic, too sick to be tried. They said he probably has anemia and cirrhosis of the liver.

The career of Richard Mack ended with his forced resignation. He has not been gainfully employed since. The conspiracy case against him ought to be quashed. He has paid his debt. No useful purpose can be served in an agonizing trial of a man who already has arranged his own punishment.

Drawn for BROADCASTING by Sid Hix

"Now with this model, refrigerator raiders won't miss the commercials!"

RTNDA Judges WOOD-TV Editorials Best, Cites WOOD RADIO Documentary

Last week, the Radio and Television News Directors Association gave top award to WOOD-TV for its series of editorials during 1959.

At the same time, RTNDA awarded a special citation to WOOD Radio for its documentary of a community skid row problem, "THE WASTED WORLD."

WOOD and WOOD-TV editorials are the work of News Director Dick Cheverton. His News Department turns up leads and helps on research. Station management approves all material prior to broadcast, but WOOD and WOOD-TV editorials are essentially Dick's. He has a fine writing ability and a believable air personality. He's honest and fair but has the ability to get hot under the collar over a situation that is cockeyed. We're grateful to RTNDA for the recognition given our editorials and awfully glad we've got a fellow like Dick working for us.

WASTED WORLD is the work of WOOD reporter Del Blumenshine. For one week of a Michigan winter, he lived as a bum named "Doc Bennett" on skid row. He slept in the two-bit flop houses, ate mission food, drank cheap wine and sterno with his new-found buddies—all while recording on a miniature tape machine. The result was an extremely accurate picture of a community problem that has since been much improved. We're equally proud of Del's recognition by RTNDA and of his enterprise, perceptiveness and disdain for comfort that led to his citation.

Willard Schroeder

PRESIDENT & GENERAL MANAGER

DICK CHEVERTON

DEL BLUMENSHINE

WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV—NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio—NBC.